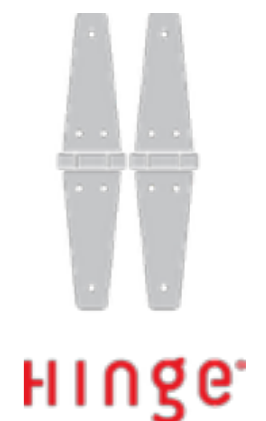




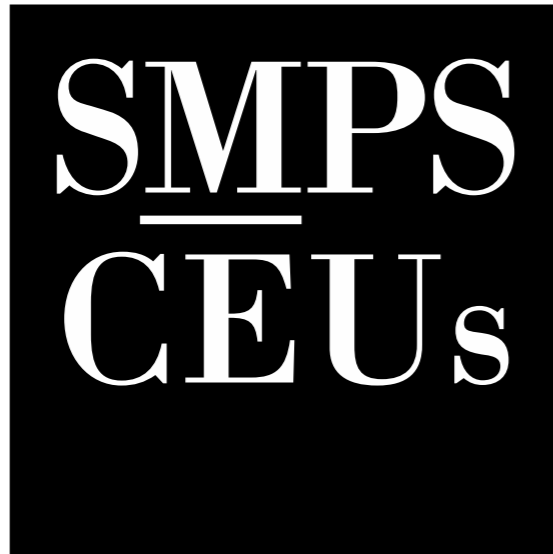
5 Visibility Techniques That Win Clients

Presented by: Elizabeth Harr and Teresa Slider



SMPS CEUs

- Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



Steps:

1. Register to attend our webinars
2. Attend the webinar
3. Email: ceu@hingemarketing.com

Subject Line: SMPS CEUs webinar credit

4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

Presenters



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Agenda

- Why Does Visibility Matter?
- Best Approach to Building Visibility
- Five Recommended Techniques
- Key Takeaways



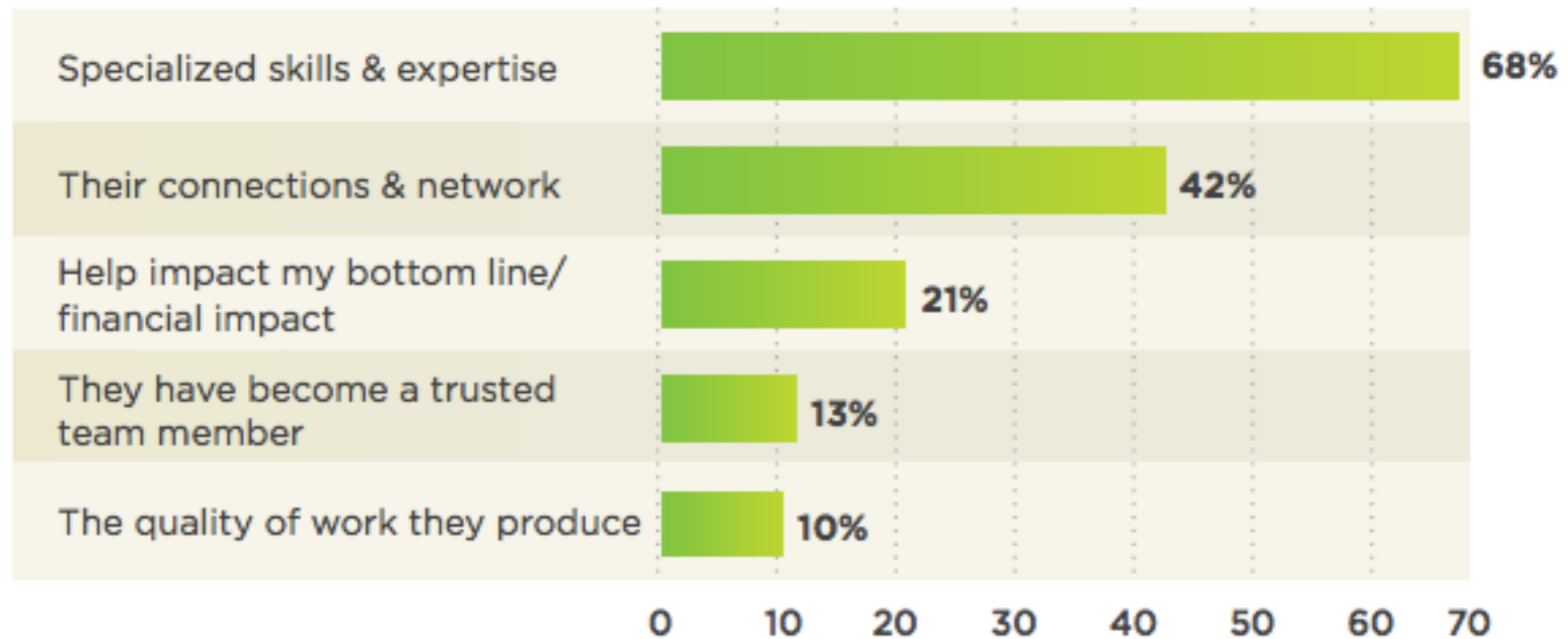
What Does High-Visibility Mean?

A firm that has attained high visibility and a reputation for expertise in their industry niche.

The Benefits of a High-Visibility Firm

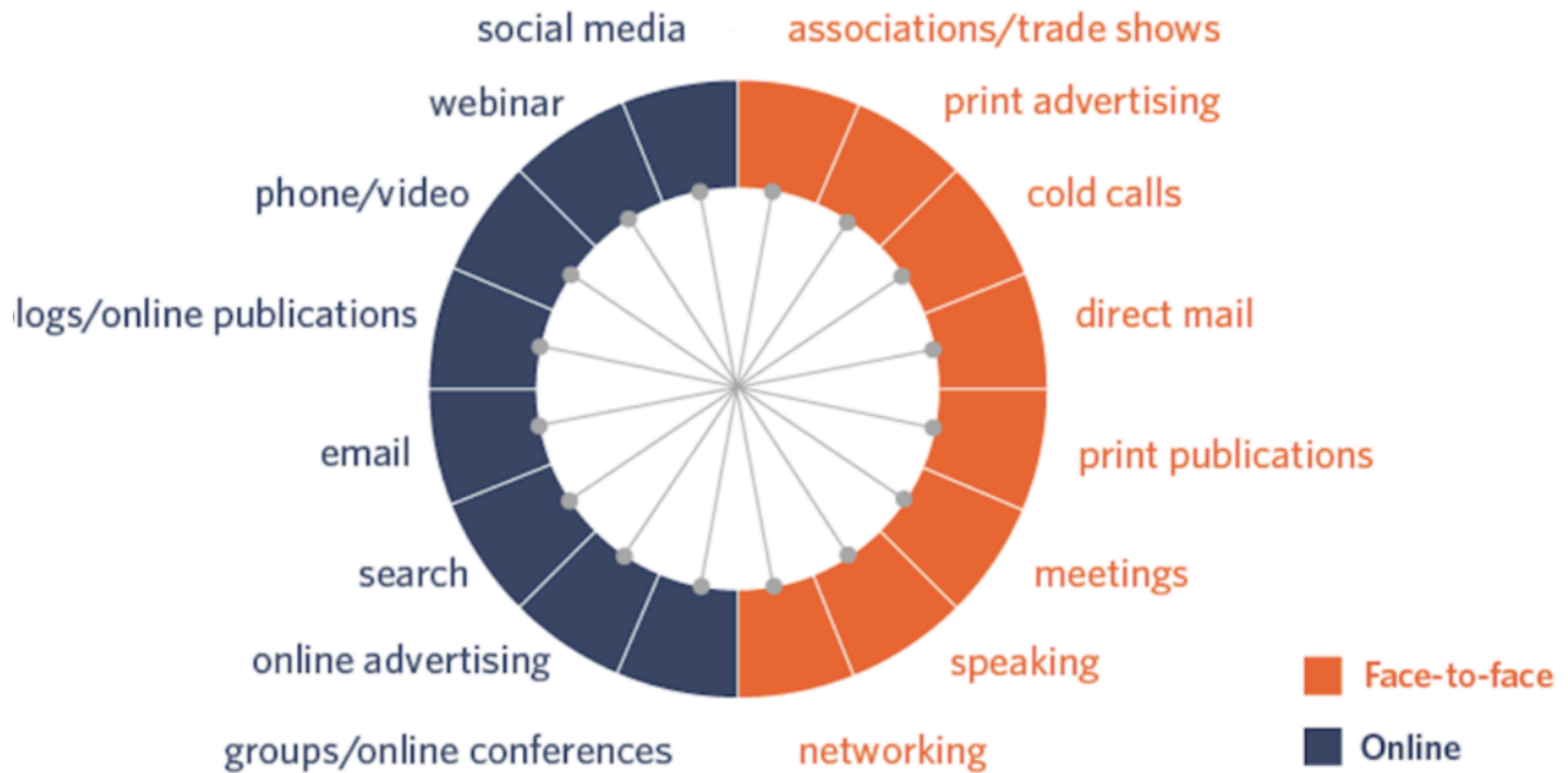
- More opportunities come to you
- Easier to close
- Faster growth
- Higher profits
- Greater valuation

What Buyers Value



Balance your marketing approach by including both online and offline strategies.

Take a Balanced Approach to Marketing



Be Visible at Each Stage of the Buyer's Journey

Attract

Purpose

- Establish Marketplace Expertise
- Grow Database

Tactics

- Blog, Video
- Social media
- Speaking engagements
- Networking

Engage

Purpose

- Nurture and educate prospects and contacts
- stay top of mind through email and offers

Tactics

- Email marketing campaigns
- Webinars
- White papers, research, reports, case studies
- Grow Database

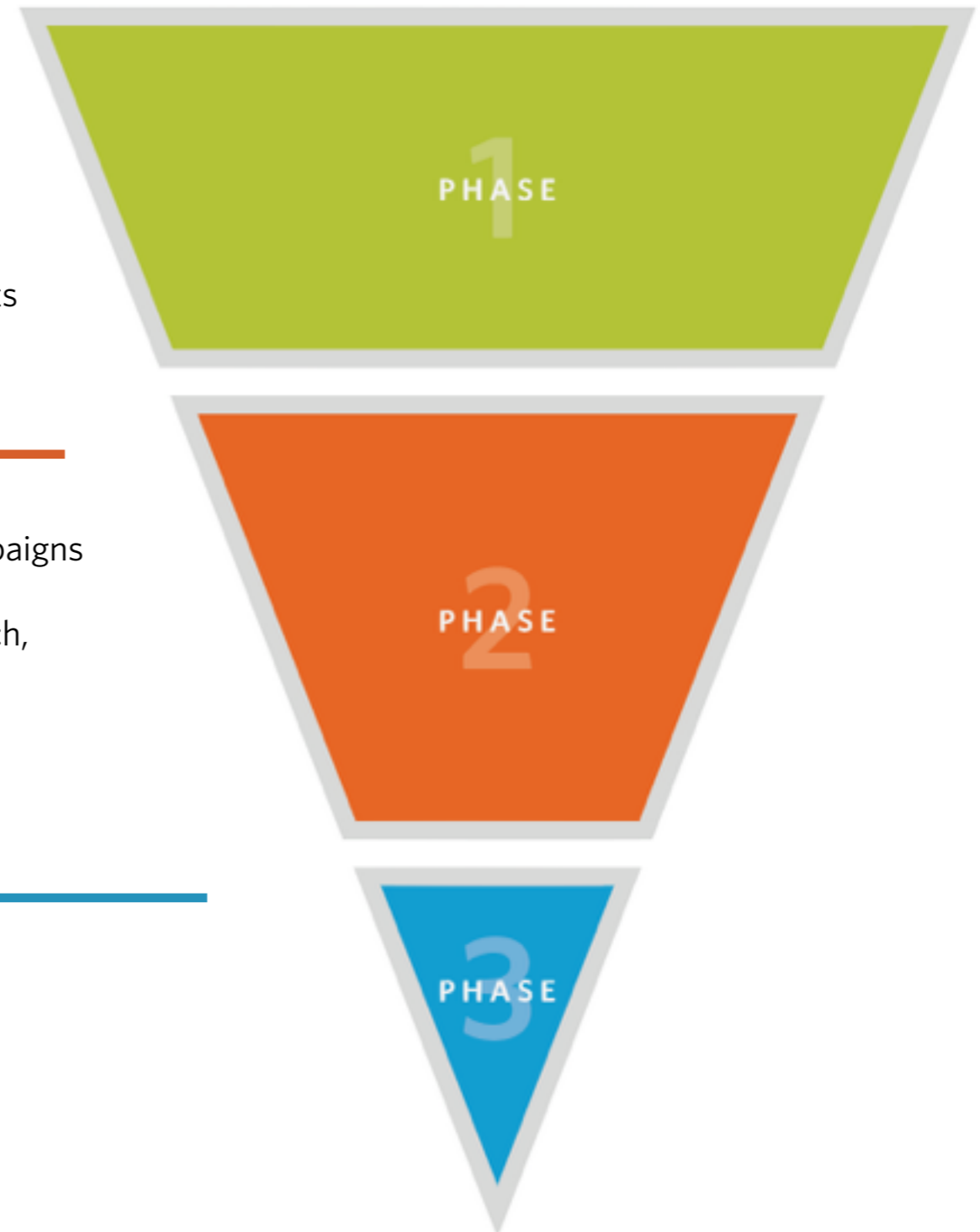
Convert

Purpose

- Convert prospects to meeting.

Tactics

- Consultations
- Demos



*The 5 Visibility Techniques
That Win New Clients*

Educational Content

Types of Educational Content

- ① Shareable Content
- ② Downloadable Content



What does shareable content achieve?

Encourages others to link to (share) your content which in turn drives **traffic** and boosts **website authority**.

Types of Shareable Content: Guest Posts & Articles

Free Methods

- Google
- Social media
- Leverage your professional network

Paid Methods

- Guest Crew
www.guestcrew.com
- Guestr
www.guestr.com
- Blogger Linkup
www.bloggerlinkup.com

Making your Content Shareable

- Titles with lists
- Cite research
- Opinion piece on topical event
- Video



Types of Downloadable Content

Open access content attracts early stage prospects/nurtures mid-stage

- Video
- Case stories

Gated content (form required) nurtures mid-stage prospects

- Guides
- White Papers
- Research Reports
- Webinars



Social Media

Social media is the online version of networking with fewer restrictions...

No scheduling conflicts

No geographic barriers

No expensive travel

59.9%

of buyers check you out on **social media.**

Source: Referral Marketing for Professional Services Firms

17.0%

of non-client referrals are made
because of **social media.**

Source: Referral Marketing for Professional Services Firms

Millennials' Revenge

18.2%

of referral makers 25-34 years old won't refer a provider who is **not on social media**.

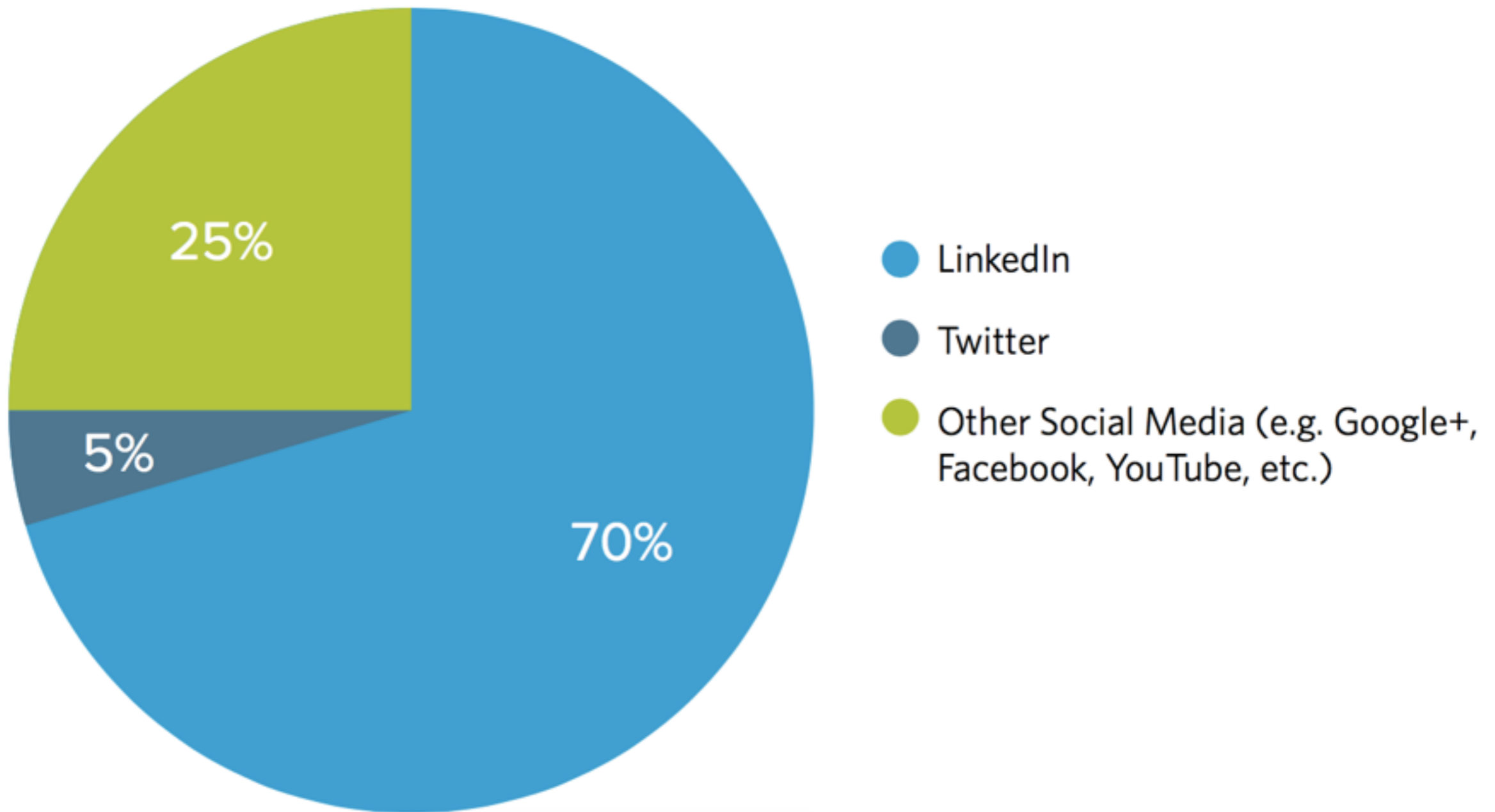
*Which social media outlets
should you be active on?*





LinkedIn is the premier social network for business professionals and has over 300 million members.

And LinkedIn is Their Social Network of Choice



LinkedIn - Building Your Company Page

Hinge Marketing
Marketing and Advertising
11-50 employees

Home

www.hingemarketing.com

At Hinge, we're pioneering the new science of growth for professional services firms. We publish groundbreaking research that is uncovering why high growth firms outperform their peers. Using this information, we help firms refocus, re-brand, launch new services, expand into new markets, and take their game to a higher level. Our services include research, strategy, award-winning creative, online marketing, and helping experts become more visible in their industry. We serve the architecture, engineering, construction, technology, government contracting, accounting, finance, consulting, and legal industries. If you've been seeking a research-based approach to branding, marketing, and growth, Hinge puts the power of science in your grasp. Call us at 703-391-8870.

Specialties Branding Services, Marketing, Design, Growth Strategy, Research Services, Online Marketing, Video Marketing, Content Marketing	Industry Marketing and Advertising	Type Privately Held
Website http://hingemarketing.com	Company Size 11-50 employees	Founded 2002
Headquarters 1851 Alexander Bell Drive Suite 350 Reston, VA 20191 United States		

See less

Clearly state
what you do

Professional
photograph/
illustration

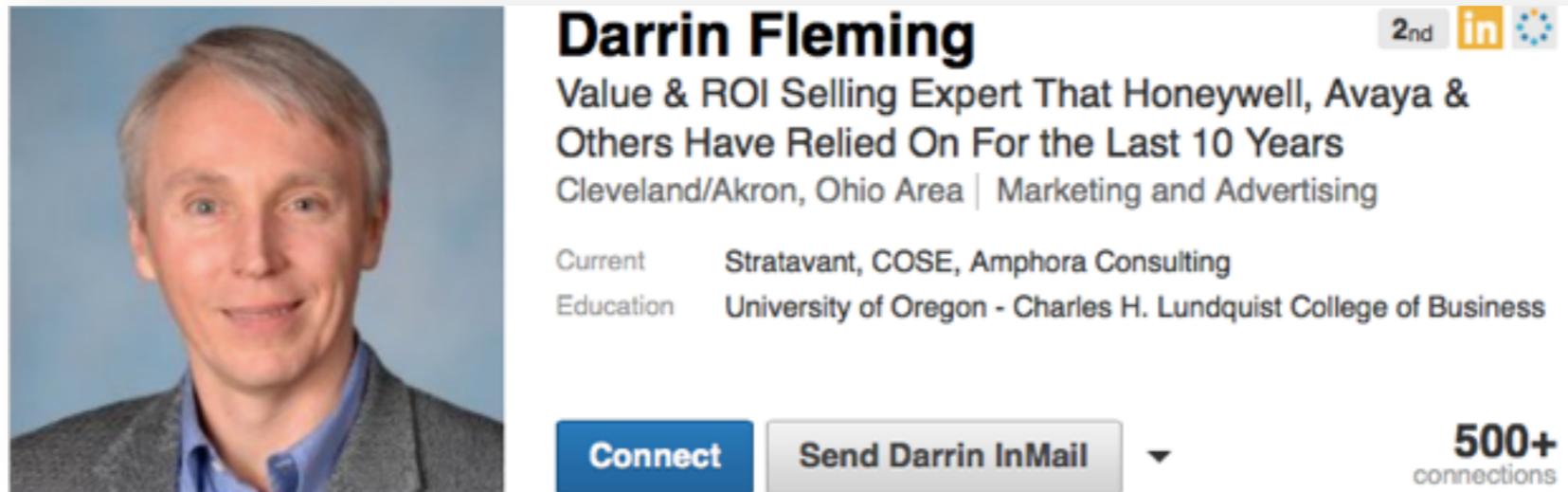
Include
website



Clearly state
who you serve

Hinge®

LinkedIn - Create Your Individual Profile


Professional
photograph



Darrin Fleming 2nd  

Value & ROI Selling Expert That Honeywell, Avaya & Others Have Relied On For the Last 10 Years
Cleveland/Akron, Ohio Area | Marketing and Advertising

Current Stratavant, COSE, Amphora Consulting
Education University of Oregon - Charles H. Lundquist College of Business

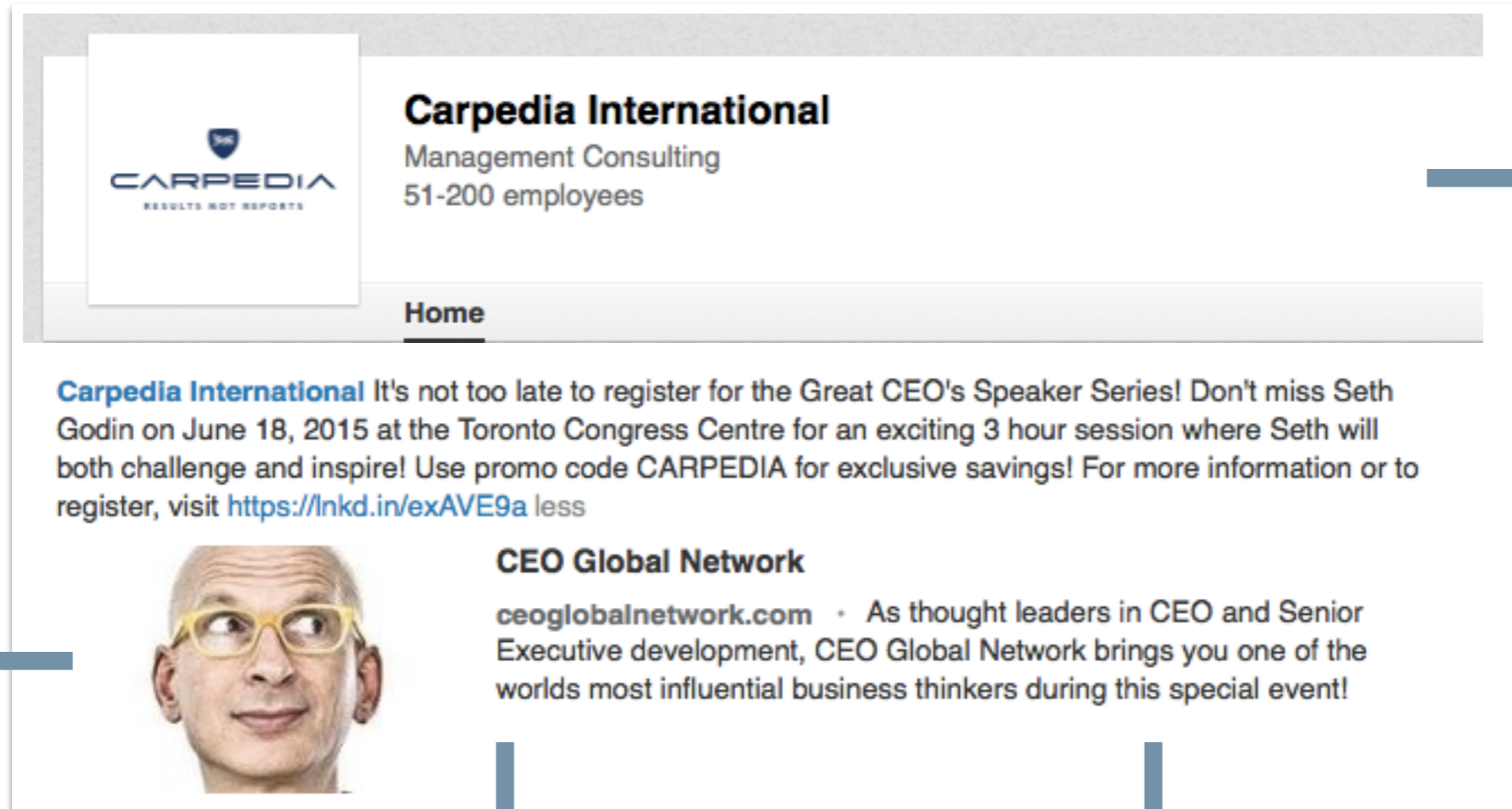
[Connect](#) [Send Darrin InMail](#) 

500+
connections

Descriptive title

Include relevant
keywords

LinkedIn - Share Updates



The screenshot shows a LinkedIn profile for Carpedia International, a Management Consulting firm with 51-200 employees. Below the profile is a post from CEO Global Network featuring a photo of Seth Godin and text promoting a speaker series event on June 18, 2015, at the Toronto Congress Centre. The post includes a link to register and a promo code.

Keep short and to the point

Use images and videos to capture attention

Share blog posts, stock content, upcoming events, etc.

Share updates 2-3 times per day



Twitter allows for real-time conversations and connection with industry thought leaders.

LinkedIn Groups

Step 1: Research groups that are relevant to your industry, reach the appropriate audience, and are active

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Step 4: Continue the engagement by replying to those who comment on your discussions and offering insights in other discussions



Twitter Tips



Grow Forward

Cherry Bekaert
LLP
Your guide forward

TWEETS **1,916** FOLLOWING **294** FOLLOWERS **1,009** FAVORITES **30** LISTS **4** **Following**

Cherry Bekaert
@CherryBekaert FOLLOWS YOU
Keep up to date with business tax and accounting news here.
Southeast US
blogs.cbh.com
Joined November 2009

Cherry Bekaert @CherryBekaert · 2h
Coalition reveals new system for college applications: bit.ly/1YU4BCi

- Include keywords and hashtags in your bio
- Follow other thought leaders in your industry

- Post multiple times per day
- Tweet with relevant hashtags
- Respond and engage



Facebook can be used to recruit and to target specific audiences.



YouTube is the go-to social network for multimedia content.

Speaking Engagements

91%

of industry experts use **speaking engagements**
as a marketing tool.

Source: Referral Marketing for Professional Services Firms

30%

of non-client referrals are made
because the **referrer has heard them speak.**

Source: Referral Marketing for Professional Services Firms

Securing Speaking Opportunities

Make it Known You're Available to Speak — and Easy to Book You as a Speaker

- Calls to Action (offers) on website regarding speaking
- Downloadable Photos
- Speaking bio
- Presentation topics
- Speaking reel
- Past speaking engagements

Develop Relevant Topics

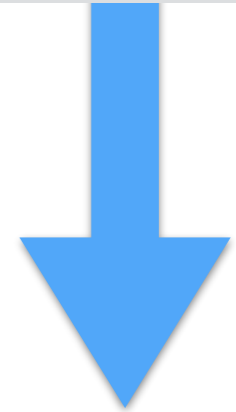
Book



Premium content



Research



Presentation Topic

Relevant to audience

Relevant to your services

Components of a Winning Speaking Pitch

- Intriguing title
- Strong support and credibility
- Clear benefits to audience

Develop Your Presentation

Presentation Tips

Practice to improve your skills

Include an offer and follow up



Provide value for the audience

Ask for feedback

Use High-Quality Visuals



Stay Away from Cheesy Clip Art



Don't Overload with Text

Marketing Plan

- The first line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The second line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The third line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The fourth line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The fifth line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- Is anyone still reading this?
- Or are you asleep?

Networking

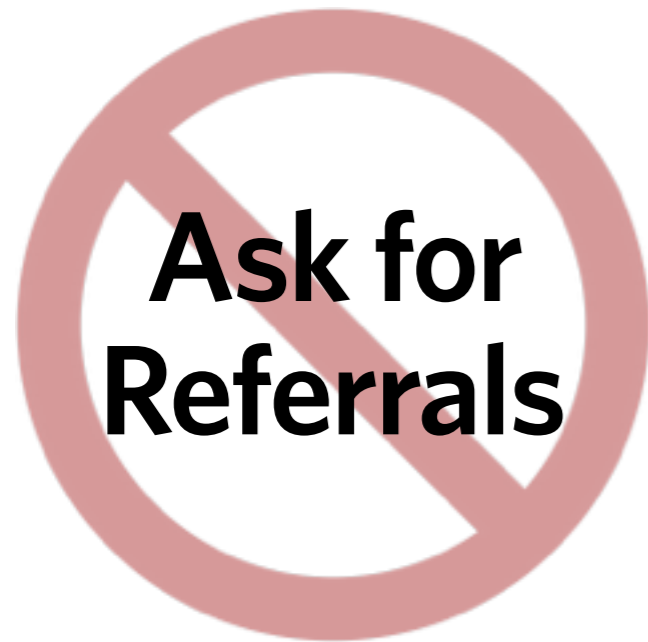
Going Beyond Traditional Client Referrals

81.5%

of firms have received a referral from
people **they have not worked with.**

Source: *Visible ExpertsSM: How High Visibility Expertise
Helps Professionals, Their Firms, and Their Clients*

Networking No No's



A System for Visibility

Attract

Purpose

- Establish Marketplace Expertise
- Grow Database

Tactics

- Blog, Video
- Social media
- Speaking engagements
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Engage

Purpose

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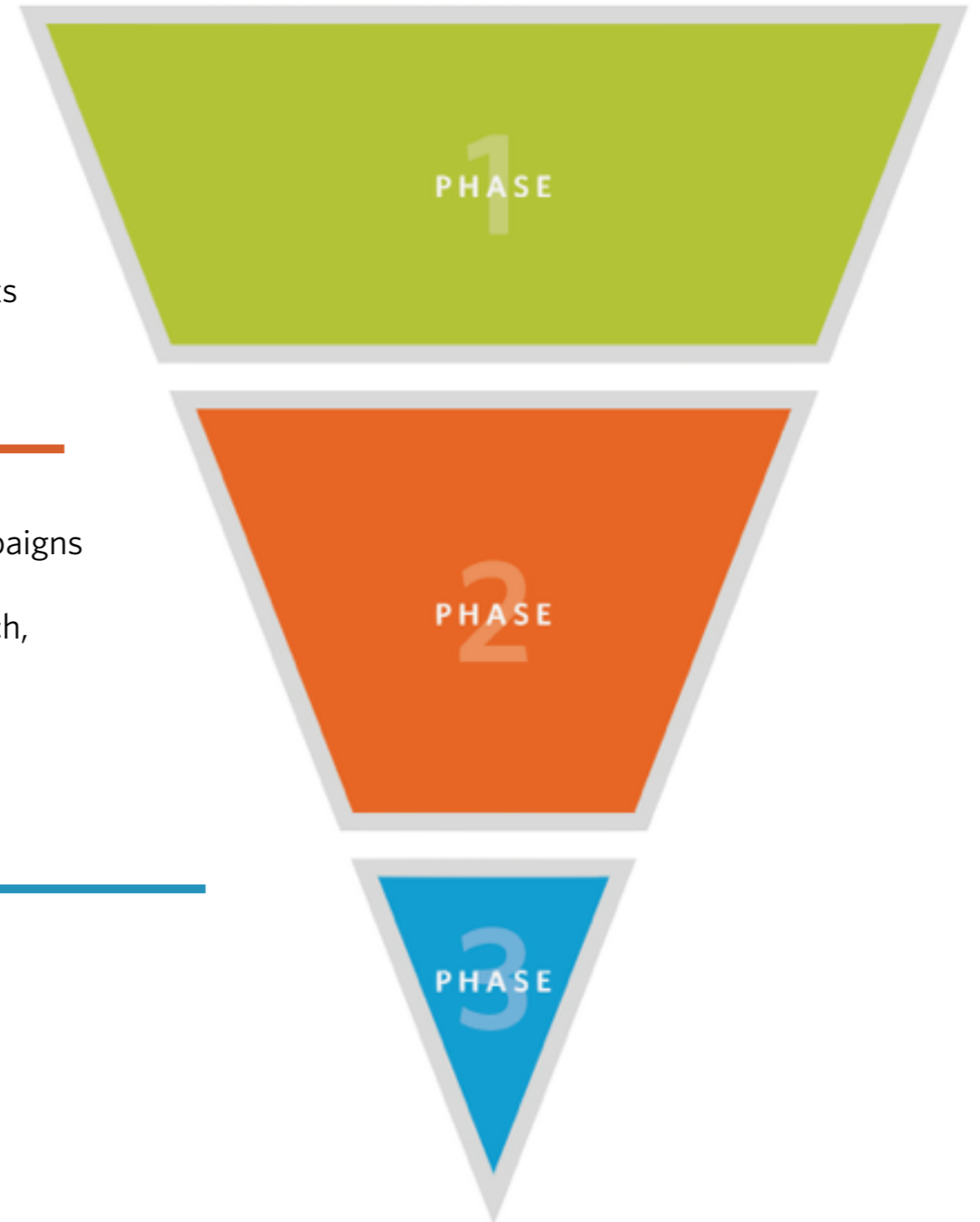
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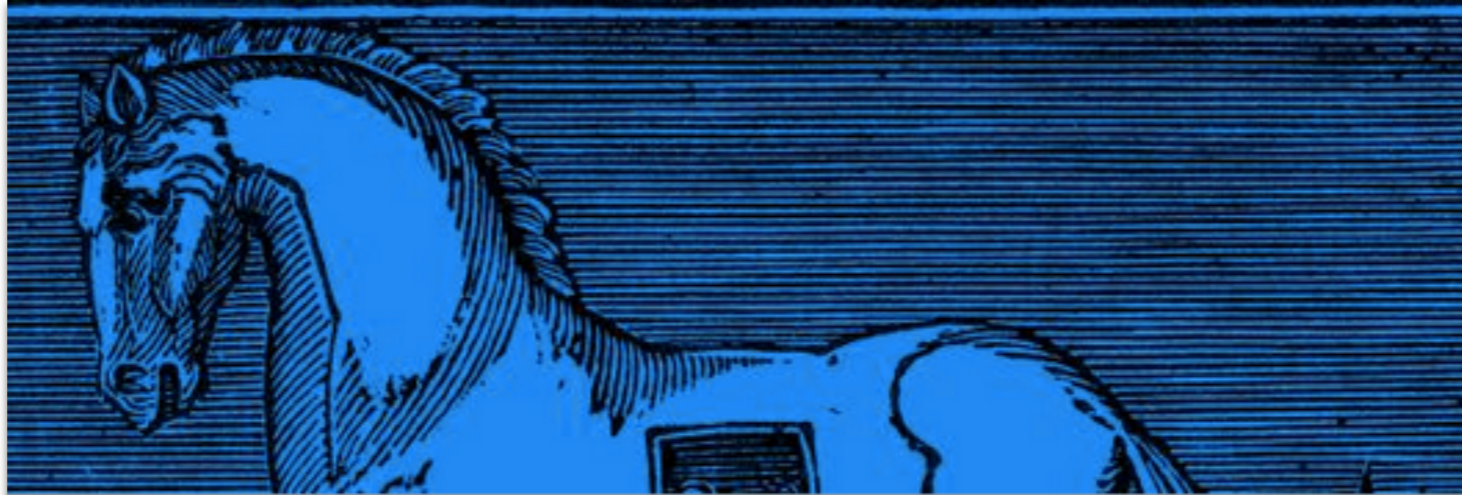


Email Marketing

Types of Emails



Educational Content



LBMC

INFORMATION
SECURITY



Is Your Organization Prepared for a Breach?

OPM. Anthem. Target. The number of breaches and variety of threats continue to grow. And board members and the C-suite see the full impact a data breach has on company reputation.

Your organization's security needs are continually evolving — and so are regulatory requirements — making the job of managing data security even more challenging.

Senior executives understand they need a new game plan. That's why we wrote our new, free guide, *Breach: A Guide to Network Security Best Practices for Prevention, Detection and Response*.

[Download the Free Guide »](#)

Offers



It's time to protect your business.

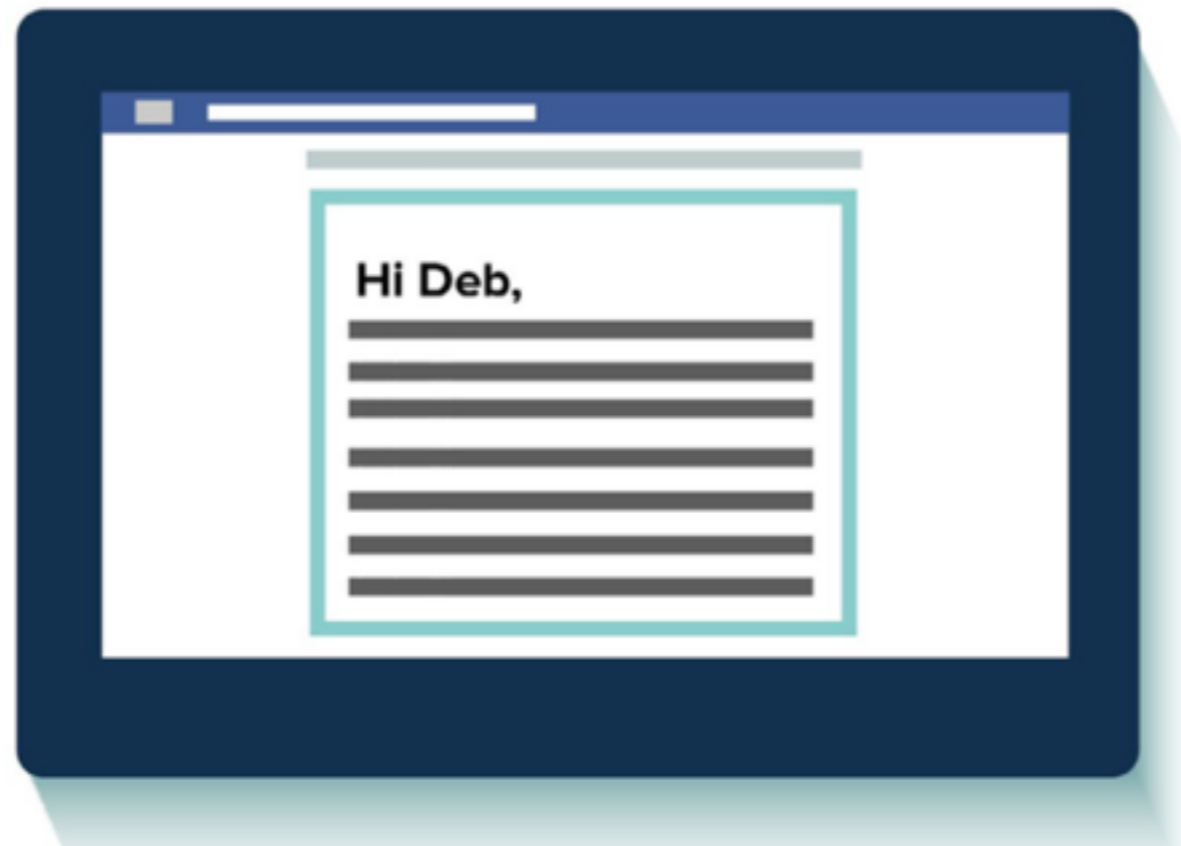
Get started for free today.

Let's face facts: your organization is in the crosshairs. From retailers to tech companies to federal agencies, every sector of today's economy is feeling the heat from hackers.

Don't wait until it's too late to protect your data and your business. We're offering a **30 day free trial** so you can have peace of mind knowing that LBMC Security's top-tier managed security services are at work for you. Learn how we take the stress out of cyber security by providing around-the-clock intrusion detection and real-time monitoring.

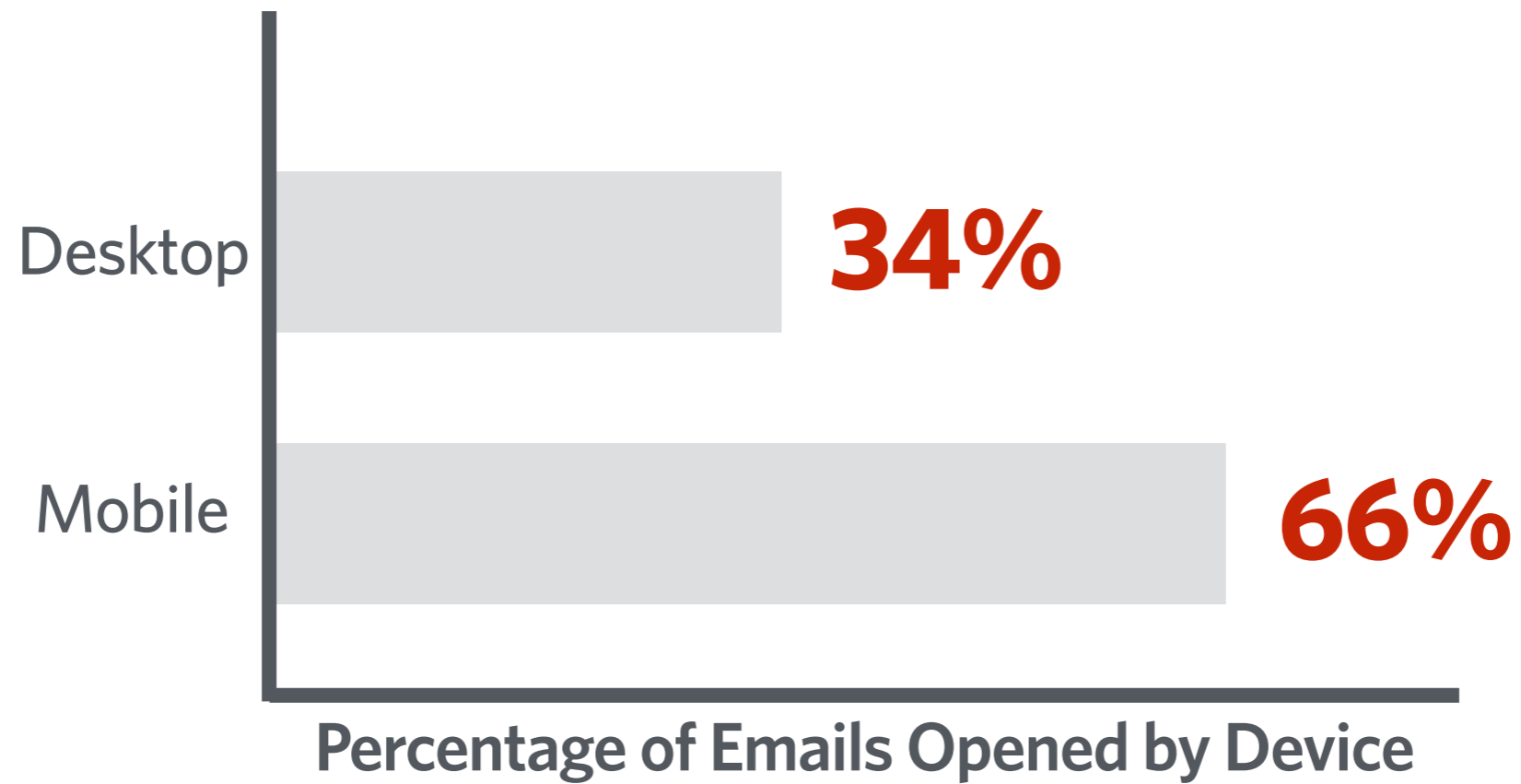
[Start my free trial »](#)

Email Tips



Use a design template vs. plain text

Email Tips



Make sure your emails are mobile-friendly.

Email Tips

- Industry
- Job function
- Organization type
- Past behavior
- Seniority level
- Topic of interest

Segment your list.

Email Tips



Don't bombard your list.

Email Tips



Let people escape.

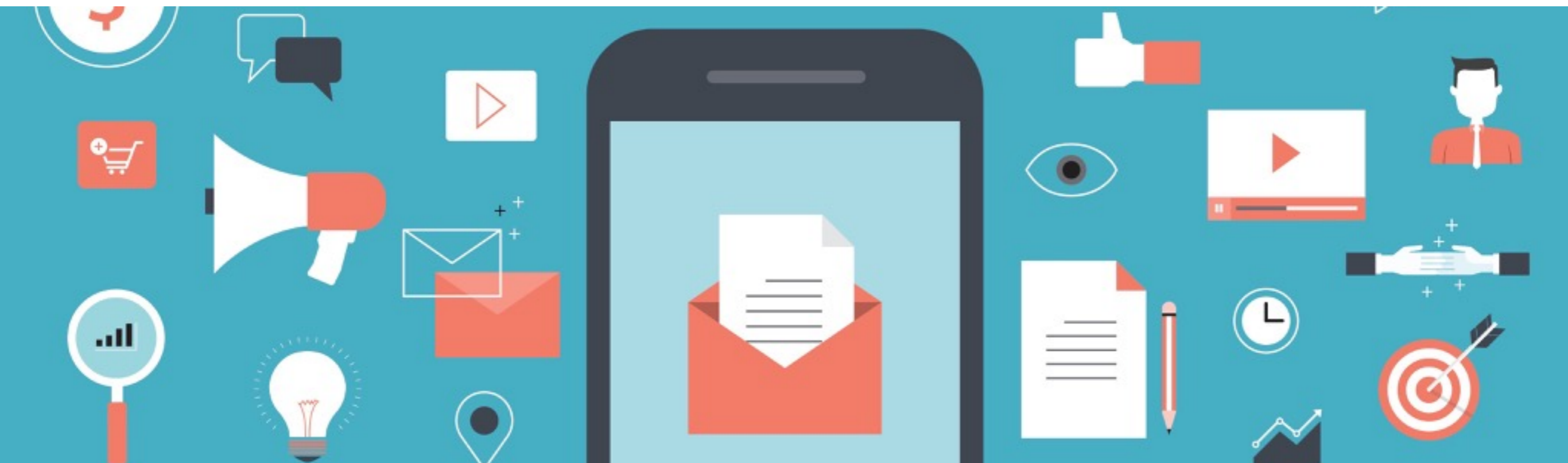
Email Tips



Consider marketing automation softwares.

Subject Line Best Practices

- Shorter is better (40 characters or less)
- Clearly state what the email contains
- Not the place to be poetic or clever
- Words like “cheap” or “free” could land your email in the spam folder



Examples of Good and Bad Subject Lines

Bad: Download Our
FREE Network Security
Guide and Assure Your
Data Is Safe!

Good: Protect your
business from hackers.
Get started today.

Examples of Good and Bad Subject Lines

Bad: Company Monthly
Newsletter

Good: LBMC's The
Insider, August Edition

Track Your Performance

- Open rates - 18-22%
- Click-through rate - 1-4%
- Monitor different kinds of emails separately

What You Can A/B Test

- Subject lines —> open rate
- Positioning of offers
- Copy
- Images
- Colors
- Template

Original



Online Marketing for Professional Services Book
How to use online marketing to drive growth and profits.

[Download Now](#) *(it's free!)*

Variation



Online Marketing for Professional Services Book
How to use online marketing to drive growth and profits.

[DOWNLOAD NOW](#) *(it's free!)*

16.7% increase in conversion rate

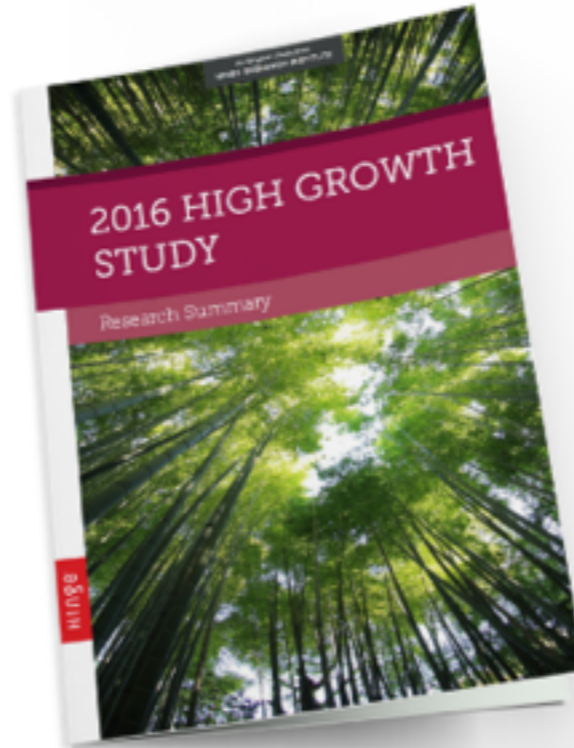
Key Take-Aways

- Visibility requires both online and face-to-face marketing techniques based on your content topics.
- Produce different content pieces and activities for each level of the funnel: attract, engage, convert.
- Sharing your content on social media and other websites will earn you increased traffic and backlinks.
- Social media, especially LinkedIn and Twitter, are powerful ways to share your content. LinkedIn groups help you get noticed.
- Public speaking helps prospects to see you as an expert — it's what they're looking for!
- Ensure your emails are visually attractive and offer valuable information.

Free Resources



LinkedIn Guide



2016 High Growth Study



The Visible Expert®

Available at: www.hingemarketing.com/library

Free Marketing Strategy Review from Hinge

✓ For webinar registrants only!

We'll discuss:

- Opportunities to boost your visibility and reputation
- Practical steps for creating a content marketing strategy
- Prioritization of techniques to win new business



Respond to follow-up email or call: **703.391.8870**

Thank you!

Elizabeth Harr

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eharr@hingemarketing.com

Teresa Slider

Account Director, Hinge Marketing

tslider@hingemarketing.com

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