

The New Sales Model: Generating Quality Leads from Your Website

Thursday, November 10



 #LeadsNow

@tim_ash



Tim Ash

@HingeMarketing



Lee Frederiksen



About Hinge

- Branding and marketing for professional services
- Conducts regular independent research on the professional services marketplace
- High growth specialists



www.spiralingupbook.com

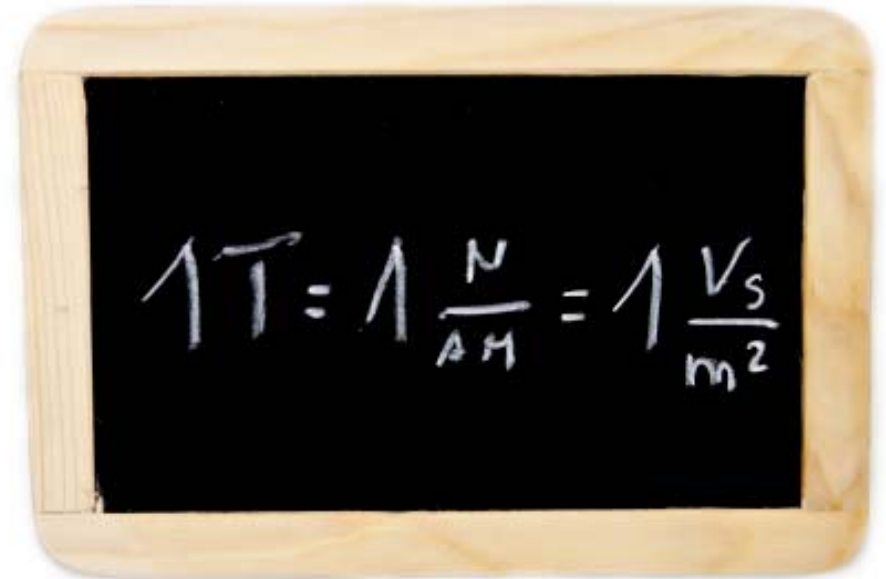
Agenda

- The Professional Services sale
- The online lead generation model
- An Example – the model in action
- 5 Tips to increase online leads
- Q&A



The Professional Services Sale

- Intangible product
- Hard to differentiate
- High value
- Complex decision
- Trust based



Why Buyers Buy

1. You can solve my problem

2. You make my life easier

3. I like you

Why Buyers Fly

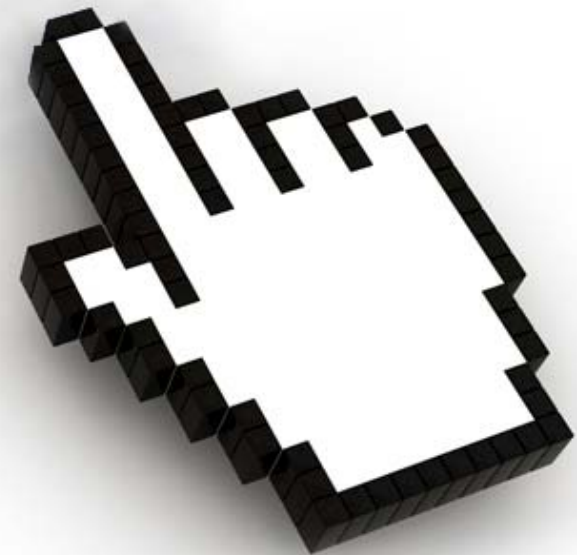
- I can't figure out what you do
- You don't understand my problem
- You're not in my league
- I don't trust you to solve my problem
- I don't want to work with you
(arrogant)



Two Marketing Models



VS.



New Online Marketing Study

Online Marketing impacts firm growth and profitability.

500 Firms
20 Top Experts



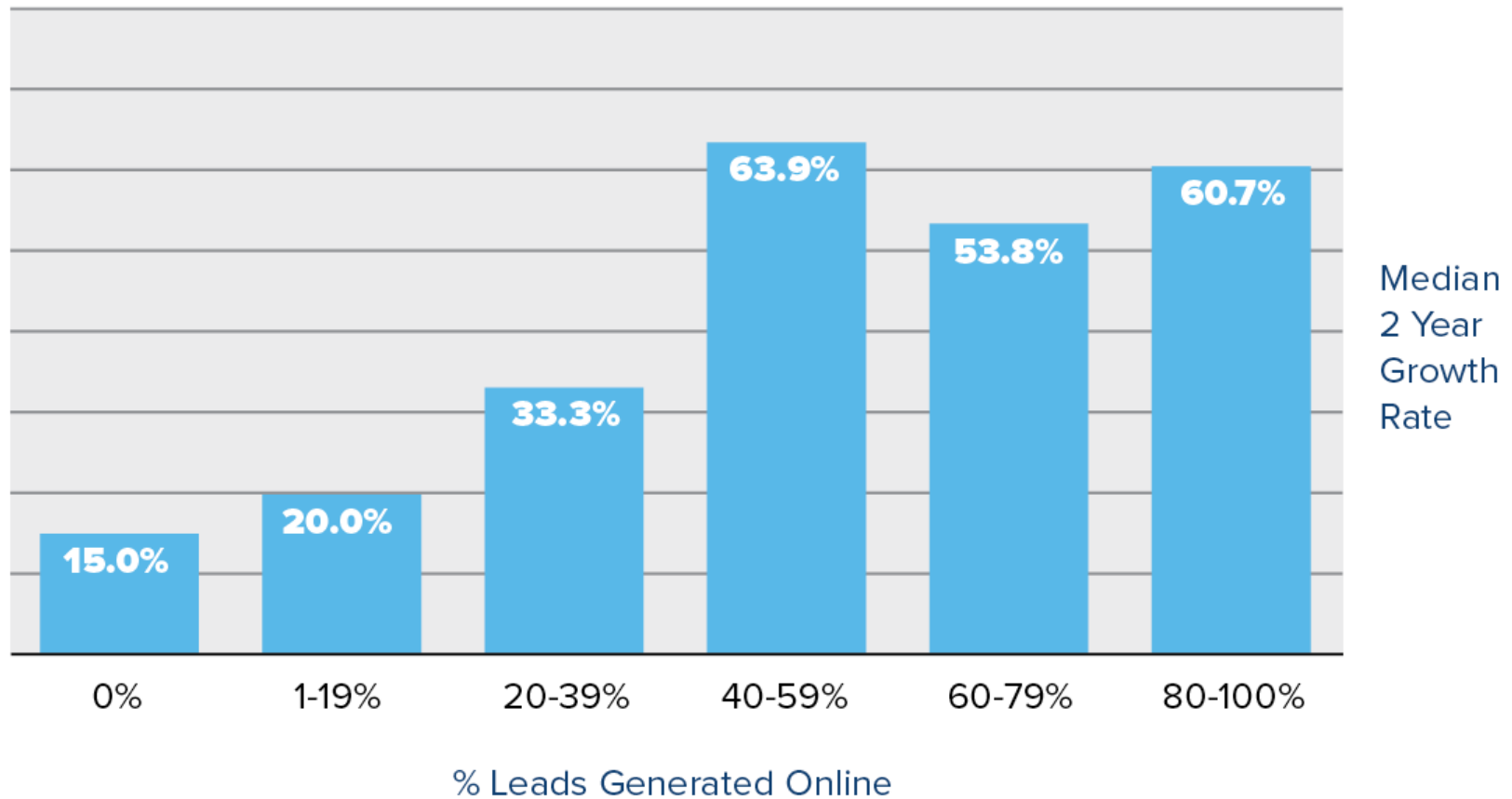
Online Leads

77%

Of professional services firms
receive some leads online

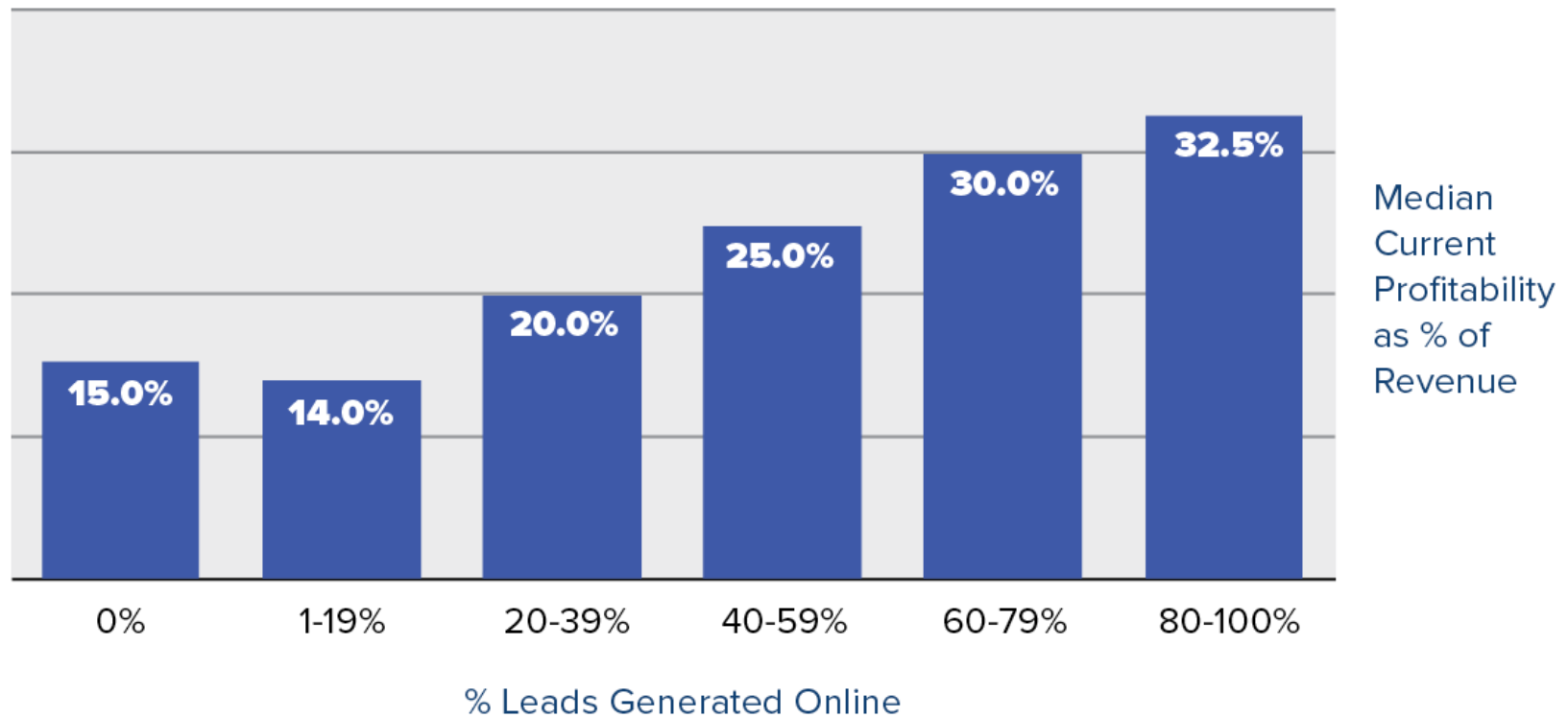
Online Leads Drive Growth

Firm Growth and Online Lead Generation



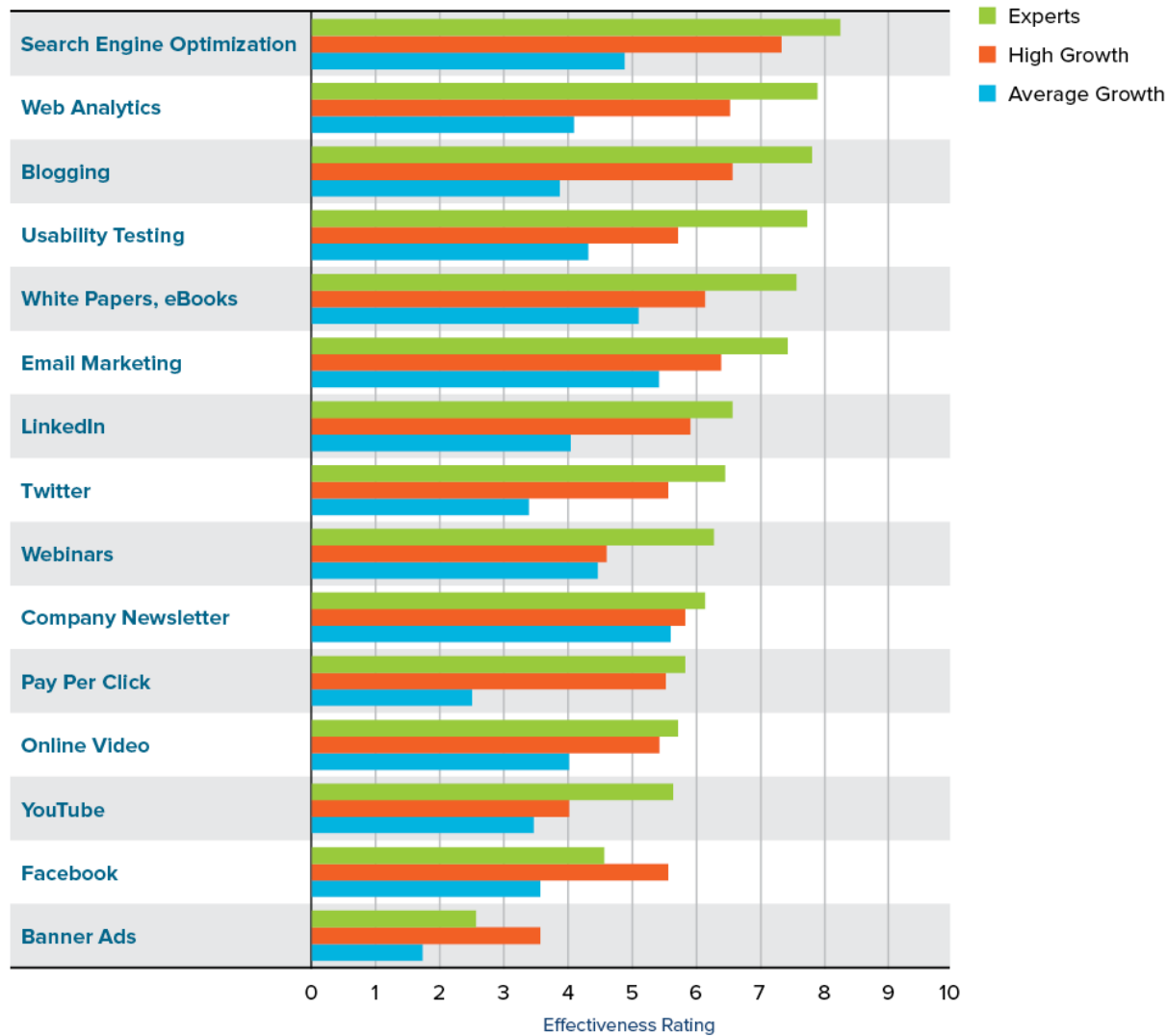
Online Leads Drive Profit

Profitability and Online Lead Generation

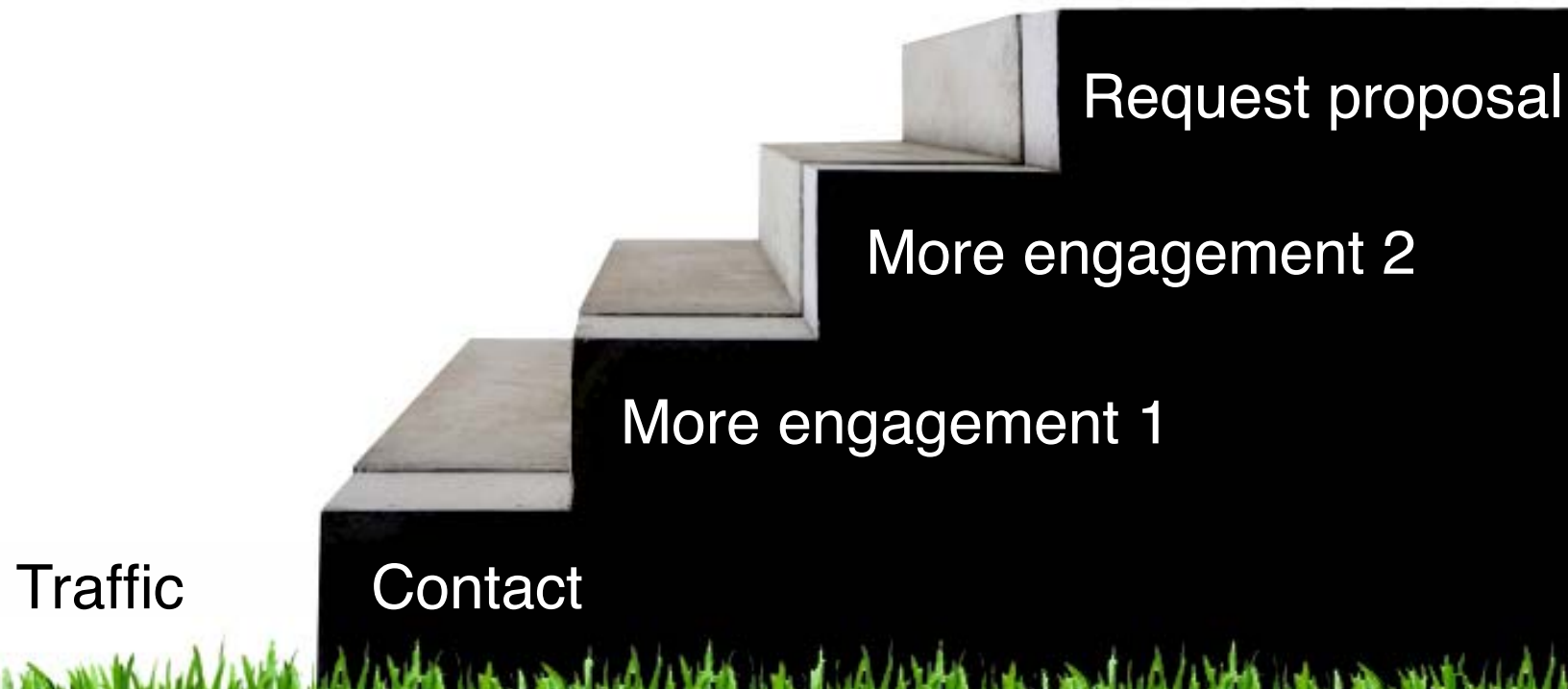


Online Tool Effectiveness

Effectiveness Ratings: Experts vs. High Growth vs. Average Firms



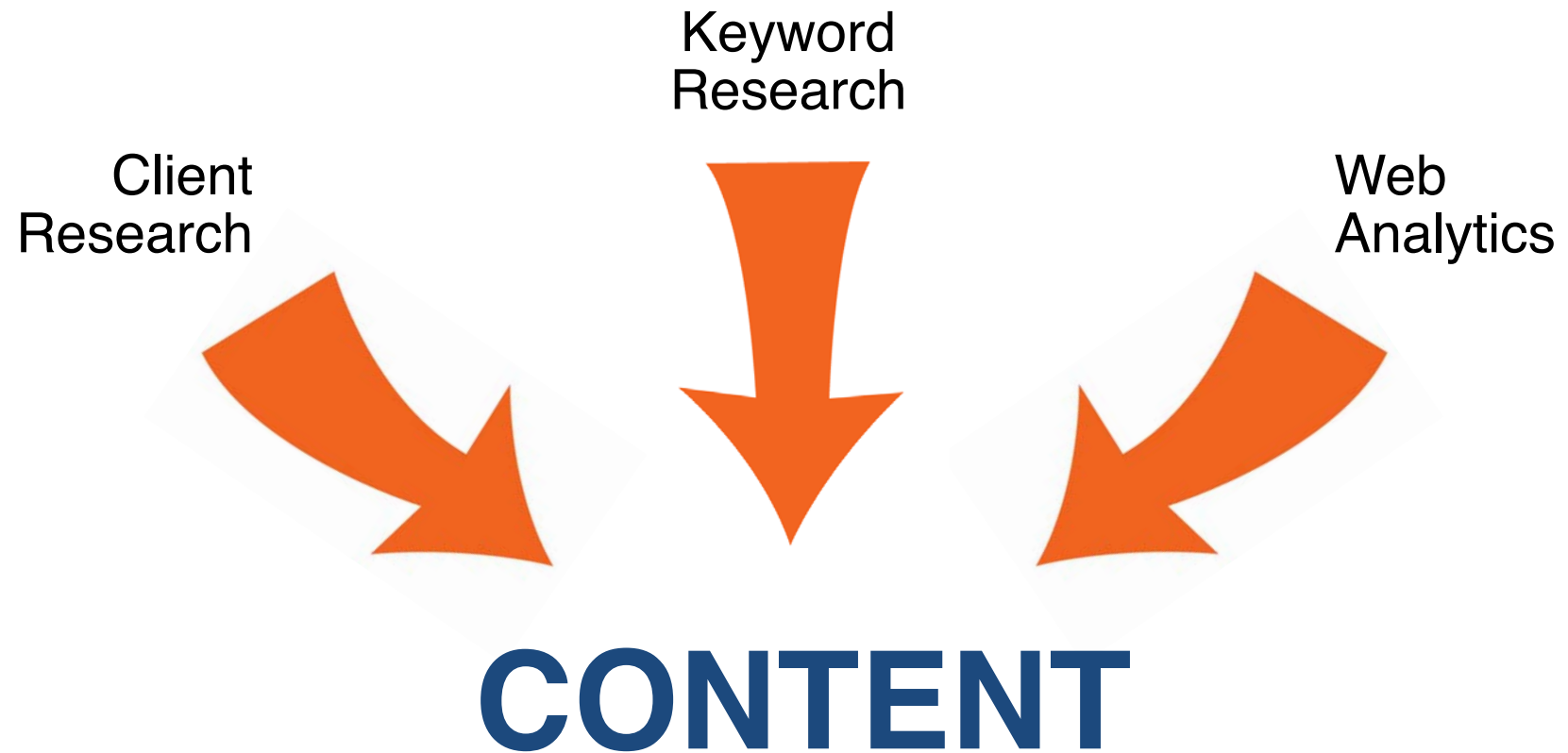
Building Trust Through Engagement



The Marketing Model



Create



Research Example

Lead generation
terms convert well.

The audience hangs
out on LinkedIn.

They belong to
these associations.

Lead generation
is a big issue.

Keyword Research Example

“lead generation”
“lead generation service”

TOO HARD

“new lead generation ideas”
“business lead generation ideas”

JUST RIGHT

“lead generation for management
consultants”
“lead generation budget”

NO TRAFFIC

Content Example

20,000 Leads Under the Sea

1 Start with your goal! Pick a niche or niche within a niche.

Ahoy! There's an ocean of leads out there. How are you going to hook them? Choose one item from each list below and catch a new client of your own!

2 Add your topic

- Industry News
- Commentary/ Editor
- Analysis/ Opinion
- Research Study
- Problem Identification and Analysis
- Solution Identification and Description
- Case Studies
- Webinars
- Planning / Budgeting Guides
- Solution Comparison Guide
- Vendor Selection Guide
- Step by Step How To's
- Return on Investment Analysis
- Product/ Service Demo
- Ranking / Checklist Guide

3 Calibrate level of commitment

- Free/Open Access
- Free/Minimal Registration
- Free/Minimal Registration
- Free/No Person Attendance
- Free/Minimal Registration
- Free/Minimal Registration
- Free/Minimal Registration
- Free/No Person Attendance

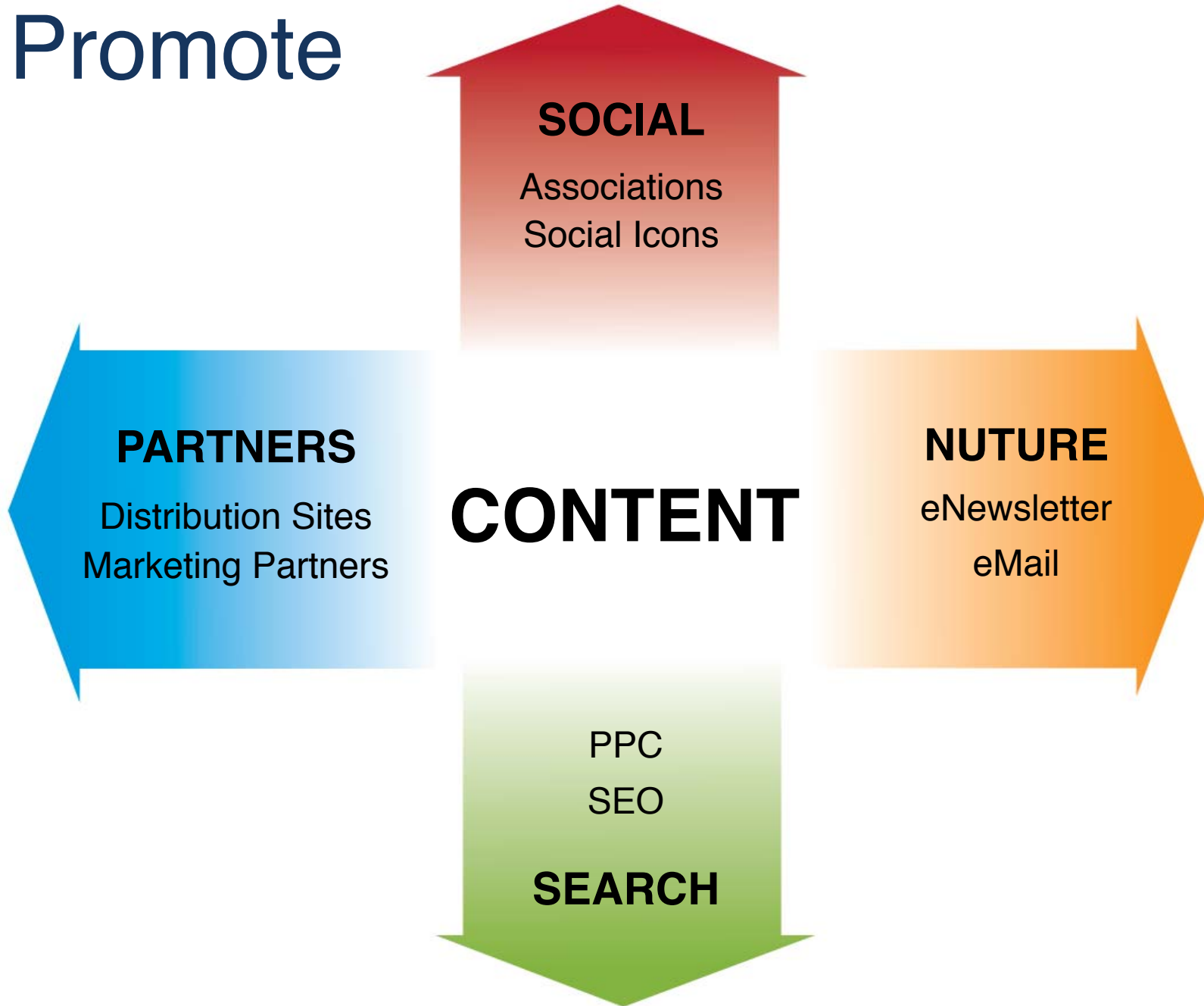
4 Choose the format

- Blog Post
- Infographic
- Podcast
- Video
- Slide Show/ PPT
- Webinar
- Article
- White Paper
- E-book
- Multi-part Kit
- Printed Book
- Online Course
- Application
- Virtual Event
- Survey
- Roundtable Discussion
- TV Meeting

5 Promotion/ Distribution


- Weblogs
- Search Engine Optimization
- Pay Per Click Advertising
- e-Mail
- PR/ Press Coverage
- Distribution Webinars/ Directories
- Unfiltered Content
- Marketing Partnerships
- Guest Blog posts
- Online Publication
- Print Publication
- Print Display Ads
- Online Display ads
- Podcast
- Social Media
- Professional Conferences/ Events
- Speaking Engagements

Promote



Promote Example

+You **Web** Images Videos Maps News Mail More ▾



Search About 10,700 results (0.25 seconds)

Everything

- Images
- Maps
- Videos
- News
- Shopping
- More

Chantilly, VA
Change location

Any time

- Past hour
- Past 24 hours
- Past 3 days
- Past week
- Past month
- Past year
- Custom range...

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Sep 26, 2011 – This infographic offers 20000 unique ways professional services firms can approach lead generation.

Lead Generation Ideas – A Must Have for Your Business Success ...
www.szdfloong.multiprofitsystem.com/.../lead-generation-ideas--a-m... +1
Sometimes, coming up with **new lead generation ideas** can be difficult, so that is why you need to be continually researching to find new ones and keep your ...

Lead Generation Ideas – A Should Have for Your Business ...
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Oct 29, 2011 – The Significance for Your Business. Continuing to have **new lead generation ideas** is crucial for keeping your business growing and advancing. ...

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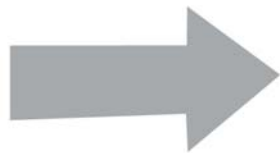
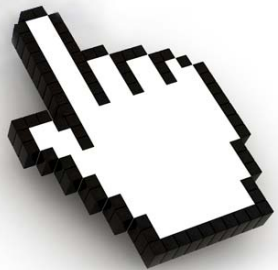
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AB & Useability Testing



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"Spiraling Up tells us why professional services firms achieve remarkable success and shows those practices with an unparalleled clarity. This book quickly identifies a whole new set of tools, practices and a clear road forward for business."



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Convert Example

PROFESSIONAL SERVICES MARKETING BLOG

SEP 26 2011

Infographic: New Lead Generation Ideas Made Fun

By Lee W. Frederiksen, Ph.D.; Infographic by Brian Lemen



(Click image to [see full infographic](#))

Looking for more qualified leads? (Who isn't these days?) Here is a handy little infographic to help you generate new ideas and clever combinations that you may not have considered.

5. Choose your promotion and distribution strategy
Don't hesitate to test multiple options. Match the level of promotion to the level of commitment required. Higher commitment requires more promotion.

And whatever else you do, don't forget to have fun! Try something new to shake up your marketing.

Hinge's Online Lead Generation Guide.
Learn how today's best performing professional services firms obtain steady, high-quality leads.
[LEARN MORE & DOWNLOAD](#) (it's free!)

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One of the **Top B2B Blogs** on the net

VALUABLE CONTENT AWARD

BEST OF THE BEST

Convert Example

The screenshot displays the Hinge website's navigation bar with links for 'Creating Pivotal Brands™', 'Pivot Newsletter', 'Client Login', 'Contact Hinge', and a search field. The main menu includes 'CASE STORIES', 'SERVICES', 'CLIENTS & INDUSTRIES', 'ABOUT HINGE', 'LIBRARY', and 'BLOG'. The 'LIBRARY' section is active, showing 'BOOKS & KITS'. A sidebar on the left lists content types: Research Studies, Articles, Books & Kits, Pivot Newsletter, White Papers, Webinars, Video, and Audio. The main content area features the 'Online Lead Generation Guide' with a description, a list of 'What's Inside' topics, and a 'Download Now' button. A sidebar on the right shows a book cover, page count (38 Pages), article count (15 Insightful Articles), and cost (FREE). A red dashed circle highlights the lead generation form, which includes fields for First Name, Last Name, and Email, and a 'DOWNLOAD NOW' button.

Research Studies

Articles

Books & Kits

Pivot Newsletter

White Papers

Webinars

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Audio

BOOKS & KITS

Online Lead Generation Guide

The way professional services firms generate leads is changing fast — and executives today need to understand the new rules to remain competitive. This free guide not only describes how lead generation is moving online, but it offers specific steps your firm can take to access a whole new world of highly qualified leads.

Don't stop what's working for you today. But now is the time to start building your future lead generation strategy. This guide will show you the way.

What's Inside

- > How traditional and online lead generation are different — and why they complement each other
- > What online lead generation strategies work and why
- > Tips for improving your target marketing
- > How you can use your website to attract the *right* customers
- > Proven tactics for creating a lead-generating website

Download this free guide and start generating leads on your website today.

38 Pages
15 Insightful Articles
Cost: FREE

First Name *

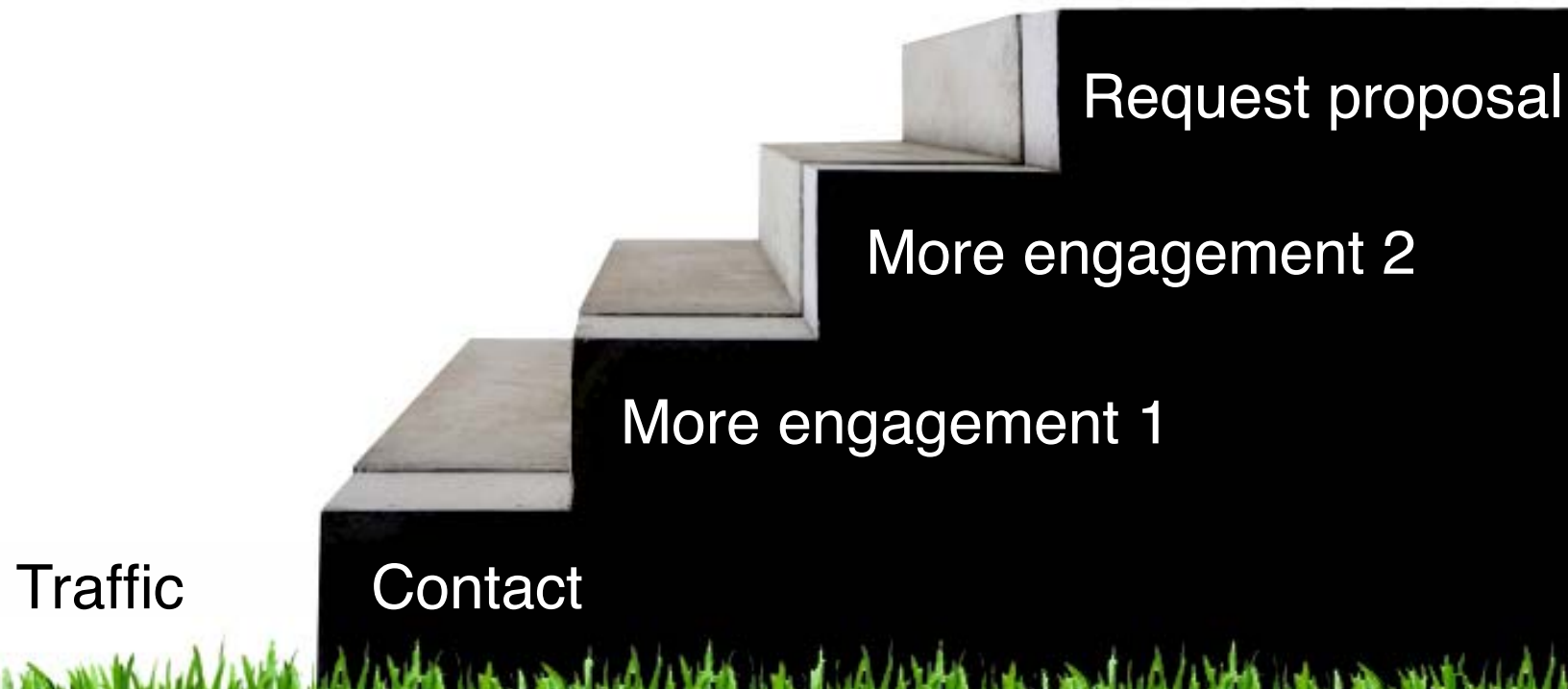
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Building Trust Through Engagement



What to Avoid

- No next step
- Too big a step
- Too much friction
- No value for the prospect



5 Quick Tips To Increase Professional Services Online Leads



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1



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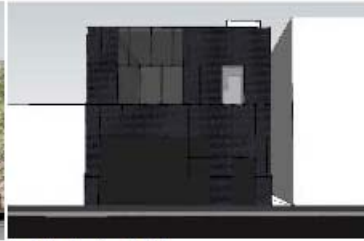
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Asia Pacific at an inflection point
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 The Future. Redefined.

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Cloud computing
 Is it your next competitive advantage?

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Regulatory

IFRS and US GAAP: similarities and differences (New 2011 edition)

Featuring updated timelines and recommended next steps, this perennial favorite provides insight as to the actual impact of key differences between IFRS and US GAAP as well as context of how conversion to IFRS has ramifications far beyond the accounting department.

[Download IFRS and US GAAP: Similarities and differences](#)



Innovation

Fortune spotlights PwC Innovators

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SONG Lin, Charley, China Resources (Holdings) Co., Ltd., on talent solutions.

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3



Ask For Less Info



Rethinking the role of landing pages in conversion:

Using testing to reveal hidden conversion opportunities



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As an Internet user, how often have you searched for a specific item only to end up on a generic landing page? With little more than three seconds to make an impression on the visitor, interactive marketers need to make sure that their landing pages create immediate engagement.

This webcast and guide discusses strategies that empower marketers to optimize every element on a landing page, presenting ideas and best practices to improve content relevance. Adobe customer, Salesforce.com provides real-world examples of how they have optimized their landing pages using analytics, testing, and targeting to achieve quick wins and deliver a more relevant user experience. You'll also get tips and strategies that you can use today to create a culture of testing and web page optimization at your organization.

This webcast and guide will review:

- Five tips to run an effective test
- Practical steps to optimize your landing pages
- How Salesforce.com uses testing to increase leads by 57%

If you're not optimizing and testing on your website, you may be missing a huge opportunity to increase conversion. Download this webcast and guide today to get actionable tips and strategies to create a testing and optimization culture at your company.

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Paying taxes: The compliance burden

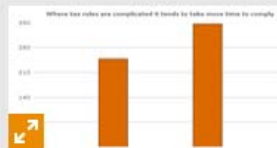
This study looks at how different tax administration practice around the world can impact the tax compliance burden for business. As part of the Paying Taxes project, tax experts from 183 economies were asked to answer a series of questions relating to their local tax administration system and how it's implemented. We also spoke to a small number of experts around the world, from both the public and private sector. Their insights into best practices in tax administration are also included in this report and captured as a [series of videos](#).

The study covers a range of aspects of tax administration – from the complexity of tax rules, to the paperwork needed, the approach of tax authorities and what happens in a tax audit. The results clearly show that different approaches used by governments can play a key role in lowering or raising the tax compliance burden for business.

Key findings

Complicated or ambiguous tax rules increase the compliance burden for business –

The compliance time for business increases by an average of 39% in economies where the tax rules are considered to be complicated, or very complicated.



Complexity increases where different levels of government can levy taxes +

The compliance burden increases where taxpayers have to deal with different tax authorities for different taxes +

Effective electronic systems for filing and paying taxes lighten the compliance burden, bringing efficiency benefits for both business and government. +

Tax audits can be the most difficult interaction that business has with the tax authorities +

Dealing with tax audits and disputes, and the approach of the tax authorities are the features of the tax system that business would most like to change +

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Going organic in online advertising

Fashion retailer cuts millions in advertising costs with customer and search-term analysis

Abstract

After years of investing heavily in paid online advertising, a fashion retailer's detailed analysis of search terms, online purchases and customer demographics revealed the opportunity to save millions in advertising costs without hurting top-line sales.

The Challenge

Selling through catalogs, approximately 300 retail and outlet stores and online, this fashion retailer spent a sizable portion of its annual advertising budget on paid search engine advertising. That is, the company bid for the option to display its ads next to the results for particular search terms. However, the company didn't know how much return on investment (ROI), if any, this practice yielded.

To measure, and improve, ROI, the company set out to analyze key aspects of online search practices and its customer base. Its goals were to determine the incremental ROI on search advertising and identify those search terms that maximize ROI, identify associations between the search terms and the items purchased, differentiate patterns in unpaid and paid search orders and analyze the demographics of customers buying through different online channels.

How We Helped

Deloitte practitioners helped the company analyze 3 million orders from 1.5 million customers to determine the frequency of search keywords that ultimately drove sales. The most profitable orders were found by analyzing the gross revenue per order by item classification, search engine, type of search and new or existing customer status. To gain a clearer picture of online purchasers, internal customer data was merged with data from external sources containing demographic, socioeconomic and lifestyle information. Based on customer and order data, Deloitte helped the company develop.

Solution






The analysis revealed that "organic" or natural (unpaid) search terms yielded ROI equal to or stronger than paid search terms. This knowledge allowed the company to implement a multimillion-dollar reduction in online paid search advertising costs without negatively impacting top-line sales. Interestingly, the analysis also revealed that while paid search stimulates a relatively small amount of incremental online sales, it does help lift in-store spending.

Attachments

 [Going organic in online advertising](#)  (222.38 KB)
Case Study; 1-page PDF



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Fashion retailer cuts millions in advertising costs with customer and search-term analysis

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4





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Estate planning

It's never too early to begin thinking about your legacy or to shape your estate plan. Contrary to what many people think, you don't need to be a millionaire to have an estate plan. An estate plan is an important part of any ongoing financial planning process.

Your life, your dreams, your legacy

Your legacy transcends money — it also encompasses your values. Your wishes and dreams may include using your assets to help secure your family's future or you may choose to support another cause close to your heart. This might be your favorite charity, your community, or your place of worship, to name a few.

Elements of an estate plan

- **A will** lets you specify your wishes, including how you want your property distributed, who will administer your estate and who will care for your minor children.
- **A trust** holds your assets for the benefit of one or more people (you, your spouse, your children). You'll need an attorney's assistance to create a trust.
- **Life insurance** proceeds are paid to a beneficiary at your death.
- **Gifts** are transfers of property made during your life to family, friends or charity.
- **Tax exclusions** are available as important estate planning tools. Consult your tax professional for details.

Preparing to plan your estate

Designing a legacy consistent with your dreams and values is a personal, often complex process. But it's well worth the effort. Consider setting up a family estate planning meeting to help improve communication, prevent conflicts and let your family know what's important to you.

After giving some thought to your wishes, including the needs of family members you want to provide for, seek the professional guidance and estate planning advice you need from your attorney, tax professional and financial advisor. To help you value your estate, you'll need to take into consideration:

- Current income and likely future income
- Annual expenses
- Current assets and debts
- Tax implications of federal transfer taxes, state death taxes and federal income taxes

Revisit your estate plan regularly

Just like your financial plan, it's important to review your will and other estate planning documents regularly, or when significant life events occur. An Ameriprise financial advisor can help you create a financial plan and offer estate plan advice designed to help you reflect the things that are important to you.

Ameriprise Financial and its representatives do not provide tax/legal advice. Consult with your tax advisor or attorney regarding specific tax issues.

Ameriprise Financial cannot guarantee future financial results.

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- 


Retiring?
Congratulations! After a lifetime of work, it's time to enjoy. But first, you will need to think about how you'll best use your retirement investment to make your retirement years the culmination of all your dreams and goals.
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Retirement Readiness
How do you picture your retirement? Maybe you'll be traveling the world. Or golfing. Or just relaxing and enjoying the grandkids. How do yours fit how you're going to turn that picture into reality. Will your current path allow you to pay for your vision of retirement?
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Retirement Calculator
Are you looking forward to the day when you can take it easy? This tool can help you put some concrete expectations to your retirement lifestyle and help you determine if you're on track to achieve that goal.
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Early Retirement
For most of us, 65 is a magic number. It's the age we plan to retire. But for some, that magic number may be 60. Or even 55. An early retirement though, means more than simply an end to working full time. It means more planning, more saving and smarter decision-making to prepare for your future.
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Transforming Your Retirement Assets Into Income
You have the potential to turn retirement into the next exciting chapter in your life. Are you ready?
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Income Needs Calculator
Whether you want to know how much your pile of money might last, or you want to know how much to save to generate a certain income in the future, this calculator will let your slice and dice income options any way you like.
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Financial Objectives Calculator
This very versatile calculator will help you run the numbers on any financial objective: from how much you may need today to how much you may have tomorrow and solve for what rate of return will help get you where you want to go.
- 


Essentials of Estate Planning
Estate planning is an important part of financial life. It is the process of intentionally transferring the assets we've built during our lifetimes to those we love at our deaths with the least amount of loss and delay.
- 


Life Insurance As an Asset Class
Life insurance can be much more than just an insurance policy. It can be a strategy, a strategy to help us avoid losses and keep as much value as possible in the family.
- 


How Much Will Life Insurance Cost Me?
Well, that depends. First, we need to determine: how much coverage is needed, what type of coverage is needed, and the overall health and age of the person being insured. It's no surprise that the younger and healthier you are, the lower your premium will be. Get answers. Use our Life Insurance Calculator.
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Supplemental Retirement Income
Using a Tax-Qualified account to fund your life insurance policy can be a great way to save for retirement. Learn how life insurance can supplement your retirement income.
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Catching Up
Imagine the journey to retirement is a race, and your goal is to reach a certain savings plateau. With the finish line in sight are you worried that you may be behind? If only there was a way to give yourself a boost to catch up. Now there is.
- 

Business Planning & Continuation
There are a few things many business owners don't consider that, if left unattended, could easily bring your business to its knees almost overnight. Proper planning can help preserve the value of the business by protecting it from the loss of a key employee and guide passing of ownership so it's not left to chance.
- 

Executive Benefits
Finding and retaining the right talent for your organization is the key to the success of many companies today. As the competition to attract these people for your company continues to heat up, you need to have a strategy to help you get and keep these highly talented and driven employees.
- 

IRA Eligibility Calculator
Wonder if you can deduct an IRA contribution? Are you eligible to purchase a Roth IRA? This calculator will give you the answers you're looking for.
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Retirement Contribution Rate Calculator
Are you maximizing the value of your employer-sponsored retirement plan? Try using this contribution rate calculator to see the long-term financial impact of small increases in your contribution rates.

Poll

It's open enrollment time. What benefits do you value most at your workplace?

- Health Insurance
- Life Insurance
- Retirement benefits
- I don't have benefits

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Letter

Second Circuit Rules FINRA
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U.S. News Names Bingham Environmental Law Firm of the Year



Firm Recognized for Depth and Breadth of Environmental Practice

Bingham is the 2011 "Law Firm of the Year" for Environmental Law, according to *Best Lawyers* and *U.S. News and World Report*. Bingham is the first firm to receive this award. "This is a great honor for our lawyers, our group and our firm," said partner Rick Rothman, co-chair of the Environmental, Land Use and Natural Resources (ELUNR) Group. "An award like this doesn't happen overnight. We've built and invested in a team that has demonstrated the depth and breadth of an environmental practice at the top of its game." >

RECOGNITION

Chambers UK Praises Bingham Practices, Lawyers



Continuing a string of recent high rankings by Chambers & Partners, several Bingham practices and London-based lawyers were lauded in *Chambers UK: A Client's Guide to the UK Legal Profession*. The publication noted that clients of the London office include "many of the world's largest insurance companies, pension funds, investment banks, hedge funds, distressed debt investors, international agencies, governments and multinational corporate groups." These *Chambers UK* recognitions continue the run of high marks Bingham's London office has received in 2011. >

FINANCIAL SERVICES

Proposed Volcker Rule Regulations: A Summary



Section 619 of Dodd-Frank, commonly known as the Volcker Rule, has far-reaching implications for the financial system. It prohibits any "banking entity" from proprietary trading and from owning, sponsoring or having certain relationships with hedge funds and other private funds, subject to a number of exemptions. Implementation of the Volcker Rule requires rulemaking, and on Oct. 11 regulators released for comment a notice of proposed rulemaking with implementing regulations. Bingham recently released an alert about this rule and what it could mean for clients. >

RECOGNITION

London Receives Top Tier Ranking From Legal 500



Several Bingham practices and partners were recognized by the *Legal 500*, including the corporate restructuring and insolvency practice, which earned a Band 1 ranking. The practice was recognized for providing an "all-around excellent level of service" and for "go[ing] above and beyond the call of duty" for its clients. Additionally, partners James Roome and Barry Russell were both recognized for their excellent work and ranked in the Leading Individuals table for the practice area. >



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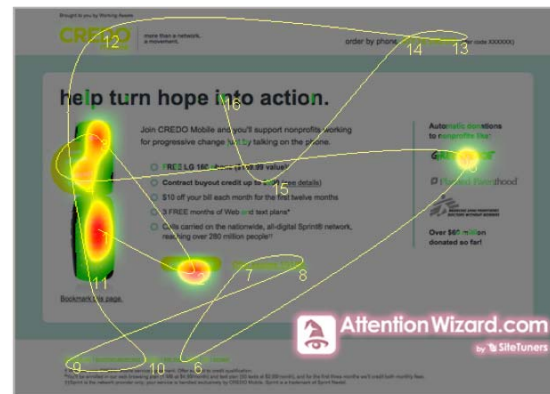
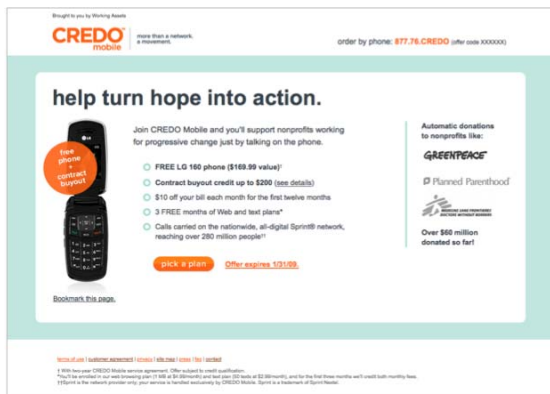
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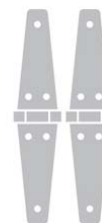
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