



Hinge®

BLOG

Bloggng for Clients:

How Online Relationships Lead
to Real World Clients

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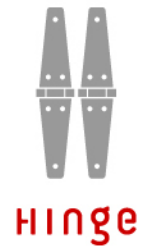
Today's Hashtag

- › Chat live on Twitter:



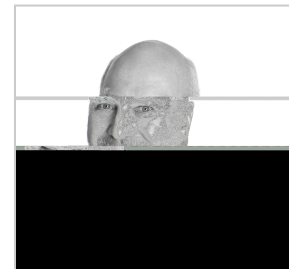
#blog4clients

Meet the Presenters



hingemarketing.com/new-book

spiralizingupbook.com



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About Hinge:

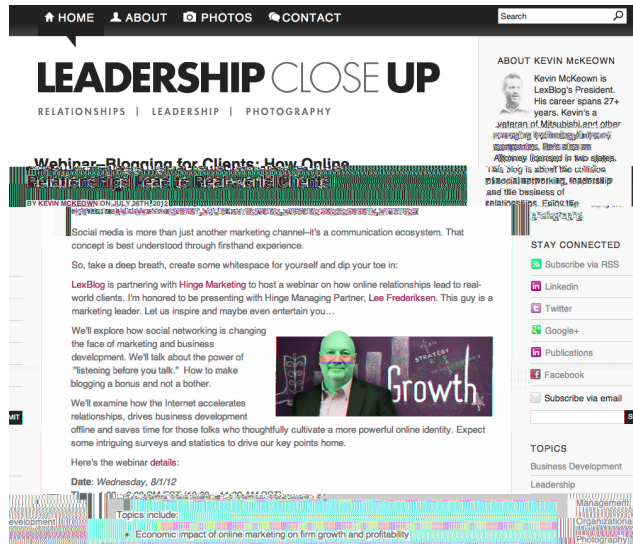
Hinge is a leading branding and marketing firm for professional services. Our variety of services include research, strategy and creative. We also specialize in online marketing.

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Meet the Presenters



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<http://www.leadershipcloseup.com/>



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About LexBlog:

Le Blog was one of the first companies to embrace and advocate social media technology as a practice development tool for attorneys. Today, Le Blog is helping more than 7,000 lawyers & other professionals create powerful, robust online identities that enhance reputations and ultimately help generate more work.

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Agenda



- › The economic case for online marketing
- › How trust is developed online
- › Developing our strategy and tools
- › Implementing our plan





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New Study for Professional Services

500 firms

319
average employees

20
Top Experts

\$53,929,835
average revenue



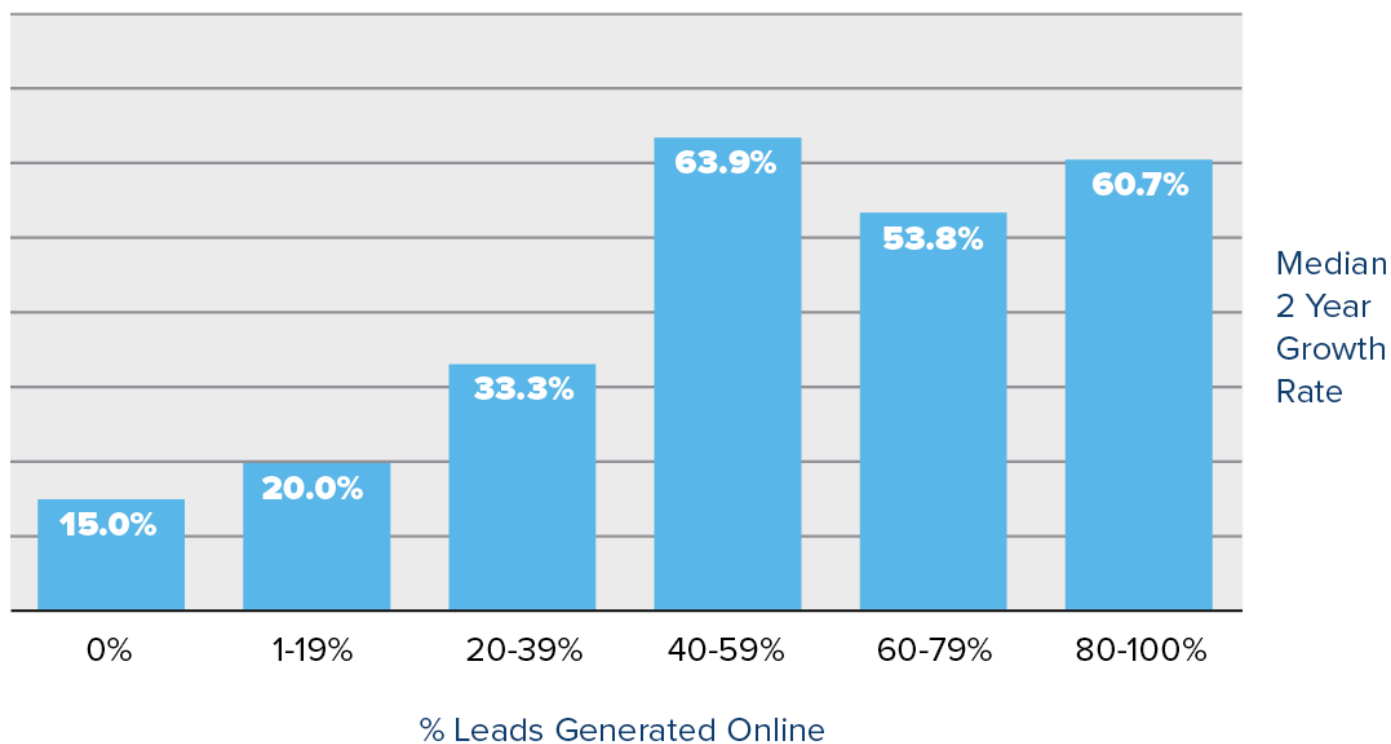
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Online Leads Drive Growth

Firm Growth and Online Lead Generation

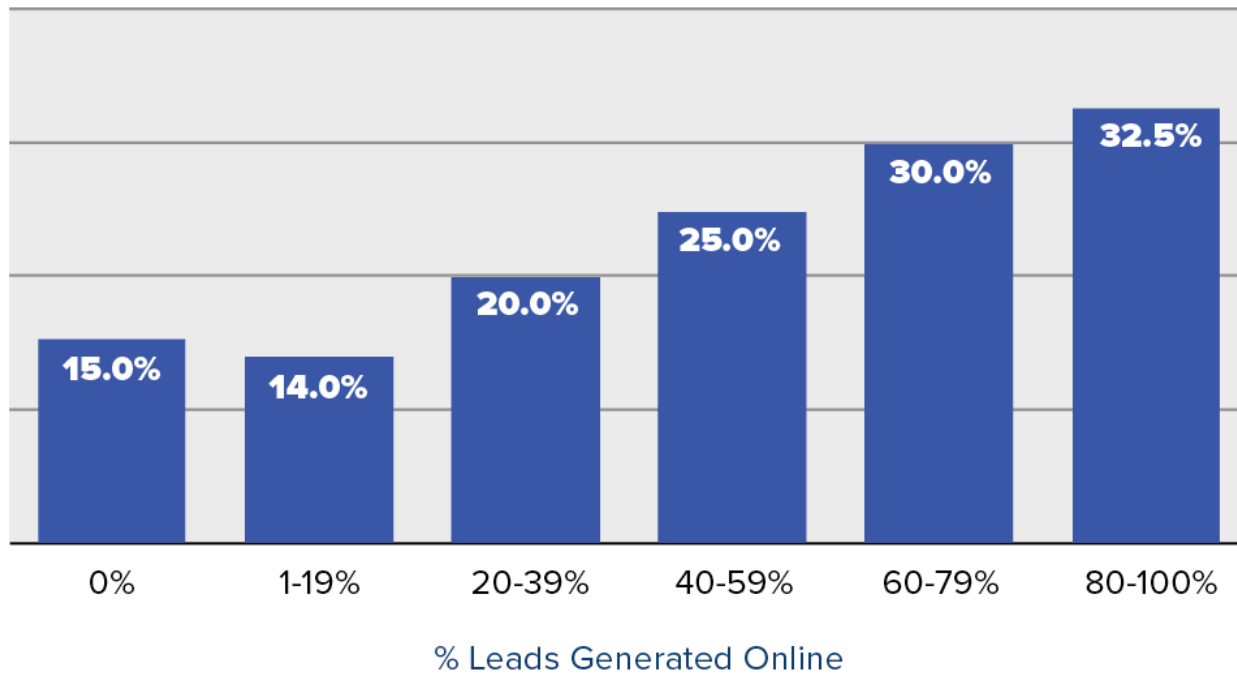


Online Leads Drive Profit



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Profitability and Online Lead Generation



Median
Current
Profitability
as % of
Revenue

Key Statistic

- › **78%** of Executive-level buyers go online to search for outside legal, accounting & consulting professionals.
Source: [Greenfield Belser](#)

Law Perspective

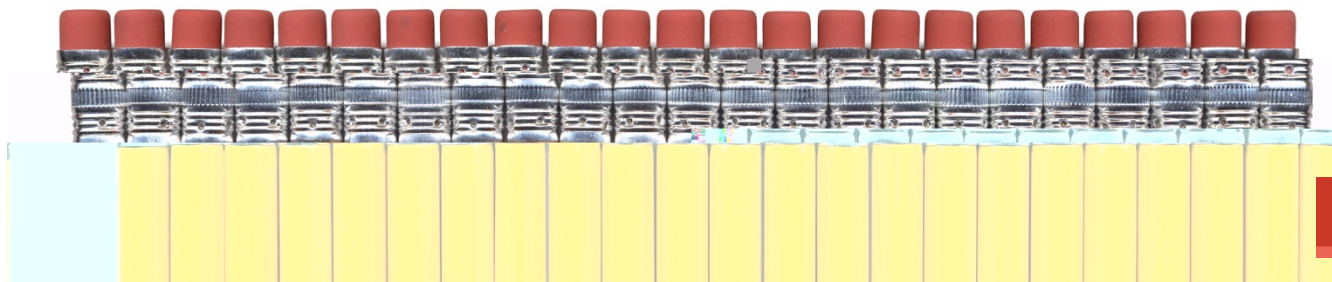
- › **40%** of legal professionals surveyed said blogging & social networking initiatives have already helped their firms bring in new work. Source: [ALM Legal Intelligence](#)
- › **55%** of in-house counsel said a law firm's blog influences hiring decisions. Source: [InsideCounsel, Zeughauser & Greentarget](#)
- › **84%** of in-house counsel perceive law blogs as credible.
Source: [InsideCounsel, Zeughauser & Greentarget](#)



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The New Buyer

- › Digital Native
- › Time Pressured
- › Free Education
- › Transparency Expectation
- › Collapse of Geography



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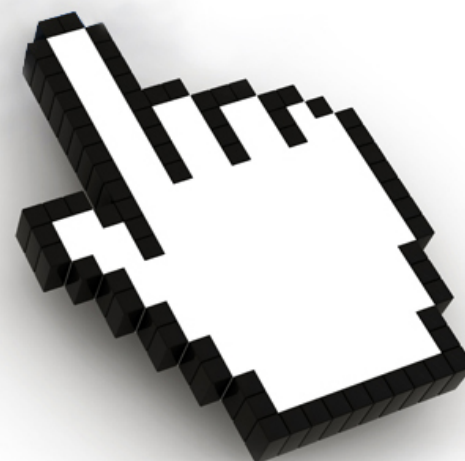


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TWO MARKETING MODELS



VS.



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Traditional Model of Trust

- 1** You meet someone
- 2** You develop a relationship
- 3** The trust ou
- 4** You get a ne client



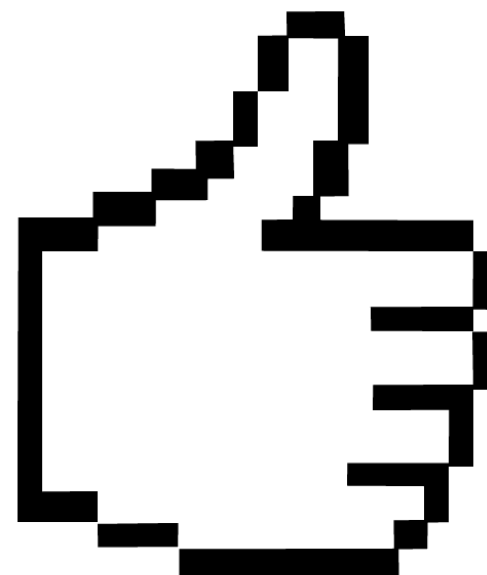
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New Model of Trust

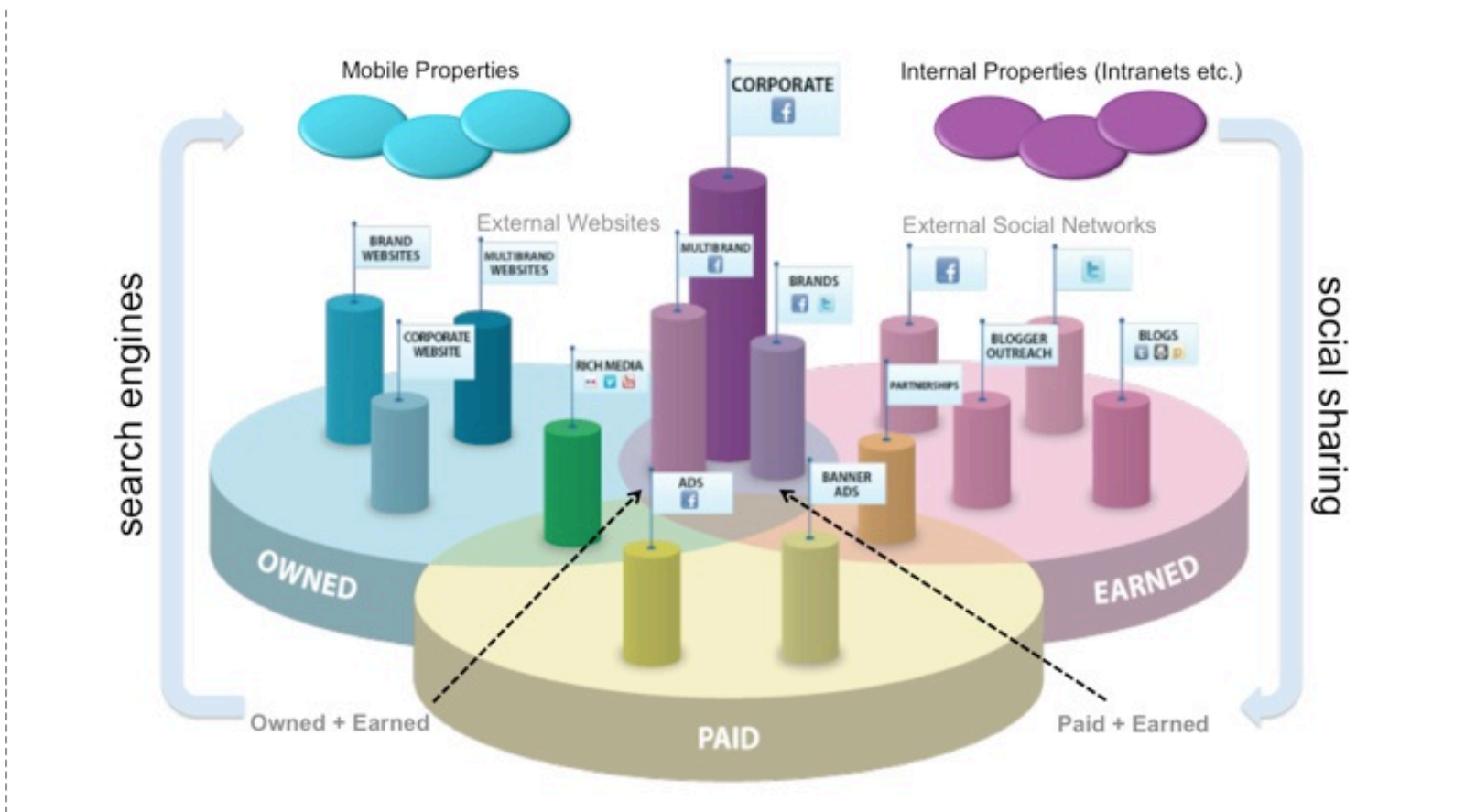
- 1 Someone finds you for a reason
- 2 Your work is helpful and valuable
- 3 The trust you
- 4 You get a new client





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Communication Ecosystem: Web, social, mobile, search



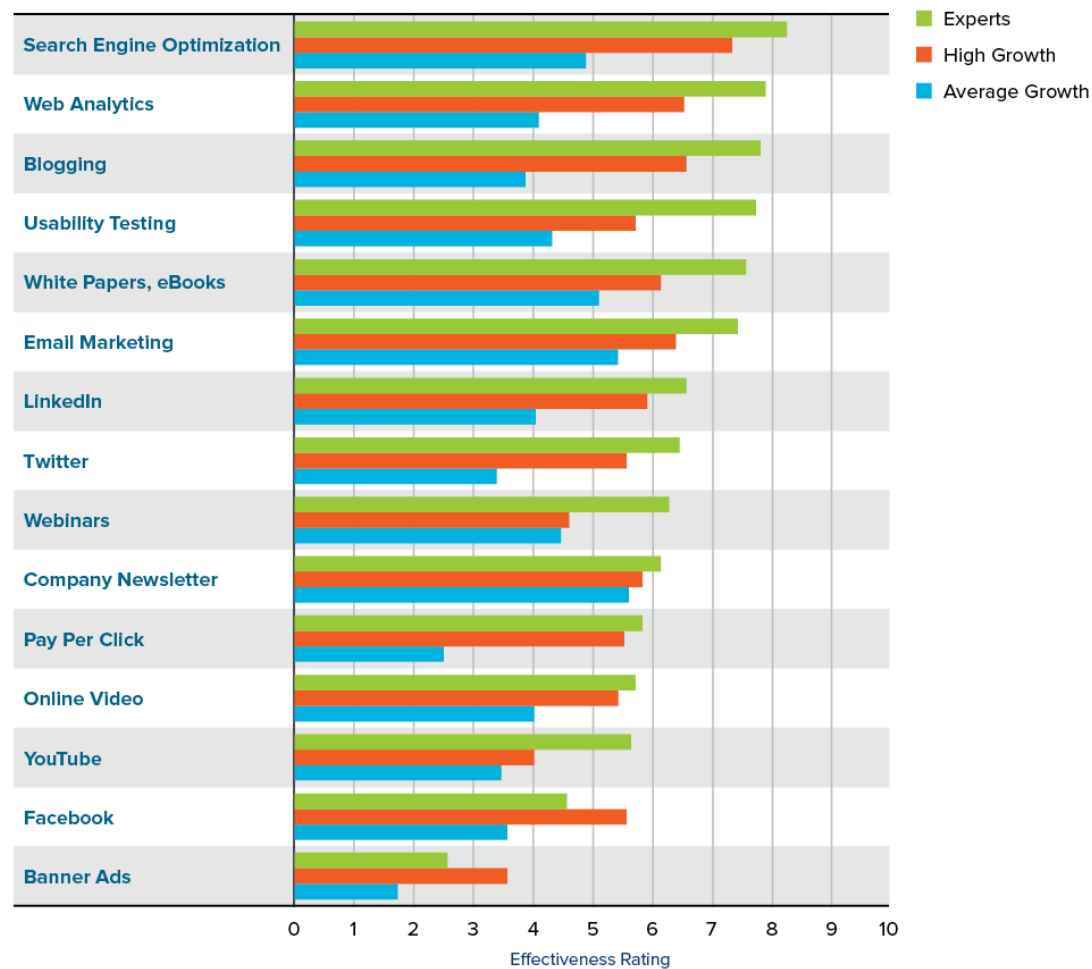
Source:
<http://www.edelmandigital.com/2012/06/26/from-islands-to-ecosystem/>



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Online Tool Effectiveness

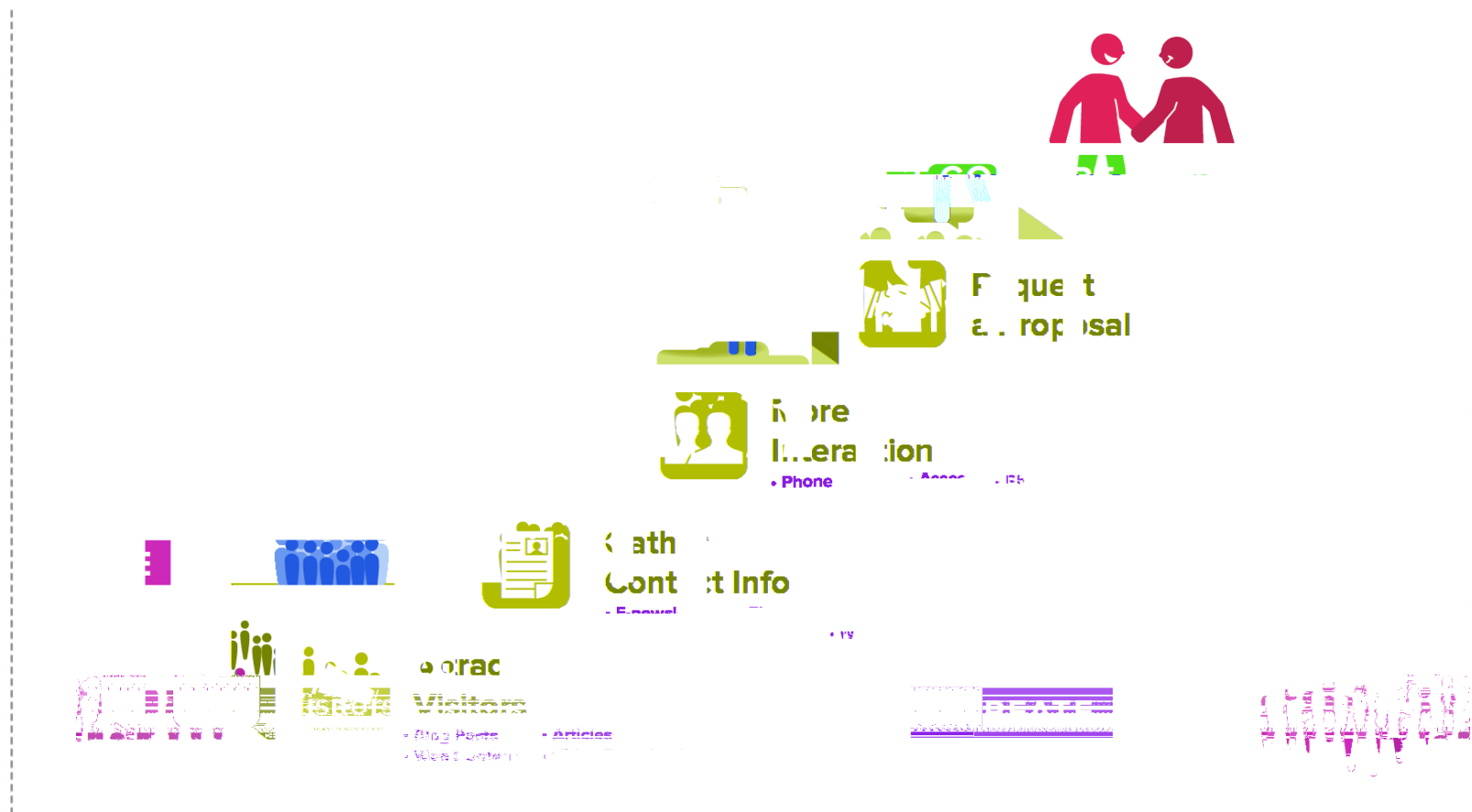
Effectiveness Ratings: Experts vs. High Growth vs. Average Firms





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The Content Marketing Model



Inside Online Marketing



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How Do You Get Your Best Work?

relationships and word of mouth



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Listen before you talk



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Seven Big Picture Points



Listen before you engage online



Strategy first, tools second



Your authentic content matters most



Leverage & repurpose



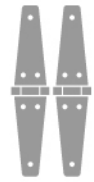
Converse with the right audience



Seed & distribute



Make sharable so others can spread your content



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Social networking is about cultivating a more powerful online persona



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Complimentary Online Review



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What we'll cover:

- ✓ Your current online activities
- ✓ Suggestions for improvement
- ✓ New strategies to consider



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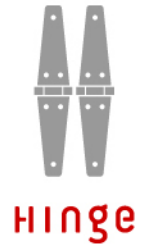
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Thank you! Questions?




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