
Online Marketing

for Professional Services Firms

Technology Services

- EDITION -



Online Marketing for Professional Services Firms: Technology Services Edition
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Acknowledgements

We would like to thank the 500 CEOs and executives who took the time to participate in this study. Their willingness to share their marketing and financial performance metrics made this research far more valuable and relevant.

We would also like to extend our appreciation to the twenty online marketing specialists who offered their expertise and insights to this study. Their experience and knowledge add invaluable context to our research findings.

Special thanks go out to the two firms we profile as case studies:

Xtivia

www.xtivia.com

PrimePay

www.primepay.com

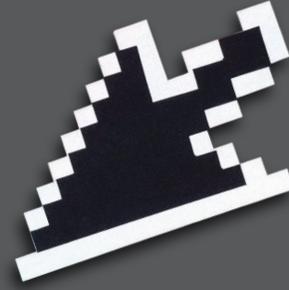


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1

Introduction

Technology Services is Undergoing a Major Shift



Technology firms are facing a fundamental shift in the way that they find and develop new business. It's a bit ironic when you think about it, but the very ubiquitousness of technology in our daily lives has changed the way that we consume, and that trend holds true for the way businesses purchase technology services.

We're talking about a major shift in the way professional services firms develop new business. Today's buyer of professional services expects to be educated and informed—NOW. Firms that understand this trend have turned to savvy use (the “educating and informing” piece) of online marketing (the “give it to me NOW” piece) to establish and develop relationships with potential clients and employees. Nowhere does this hold more true than in the constantly evolving market for technology services and products.

In our original study, *Online Marketing for Professional Services: How Digital Marketing Delivers Faster Growth and Higher Profit*, we sought to understand what online marketing strategies drive growth and profitability in the professional services sector as a whole. But what exactly are top tech firms doing to keep themselves at the leading edge of the online marketing revolution? What practices still need to be put into place so a tech firm is consistently at the top? These are the questions my colleagues and I seek to answer in *Online Marketing for Professional Services: Technology Services Edition*.

Today's buyer of professional services expects to be educated and informed—NOW.



What we found is that tech firms, no strangers to innovation and early adoption, have charged ahead of most other types of professional services firms when it comes to activities like online lead generation and online recruiting. At the same time, our study found that tech firms also have some room for improvement in terms of the tools they use to propel growth and profitability, such as search engine optimization.

In many ways, the broad label of “technology firm” does not do justice to the many disciplines within the group, such as software, hardware, semiconductor, data, networking, internet and consulting firms. While it’s important to understand the diversity of the businesses that operate under the “Tech” banner, all of them face some common challenges.

- **Standing out in a crowd.** Forecasts for growth in the technology sector are not a guarantee for growth at every technology services firm. The market is highly competitive and filled with businesses that have established themselves as “go-to” brands for certain products and services. Firms that want to claim a share of the sector’s growth need to develop a brand identity that carries through to online marketing.
- **Attracting and retaining talent.** The best technology recruits are often some of the most adept at using the Internet to plan their careers. A weak online presence can give top recruits reason to think twice about choosing to work with your company.



In addition to the expectations of today’s professional services consumer, several other trends heighten the need for technology firms to focus on online marketing:

- **Technology has disrupted the field:** Geographic proximity matters much less today.
- **Word of mouth marketing is being transformed:** Service firms now need to worry about their online reputation — social media is the new word of mouth. It’s practically impossible to grow a firm with traditional worth-of-mouth techniques alone.
- **You aren’t relevant if you aren’t online:** People go online to educate themselves and stay abreast of the latest trends and thinking. Professional services firms that opt to join the conversation are building their reputations and dramatically expanding their audiences. Google and social media are opening new frontiers.

Technology firms tend to be early adopters by nature. If a tech company doesn’t understand the next “big thing” before customers start asking for it, customers will migrate to a company that does. The same holds true for marketing strategies that engage those customers — if you don’t connect with them online, they will find someone that does. This study aims to help you understand what online strategies are driving growth and profitability for successful tech businesses in today’s market so that you can adjust as needed and continue to thrive.

Good luck and happy marketing!

Elizabeth Harr

Partner, Technology Service, Hinge

Find me online!

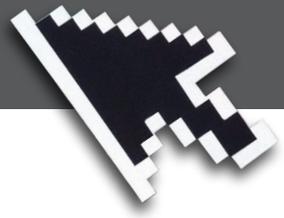
Twitter	@ElizHarr
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2

Methodology

This study looks at Technology Services firms, other professional services firms and an expert panel.



This report examines results from our recent study of how professional services firms use online marketing. We will look at techniques used by all professional service firms and compare them to techniques used by the subset of technology services firms in our study and compare them to techniques used by a large sample of other professional services firms.

9.8%

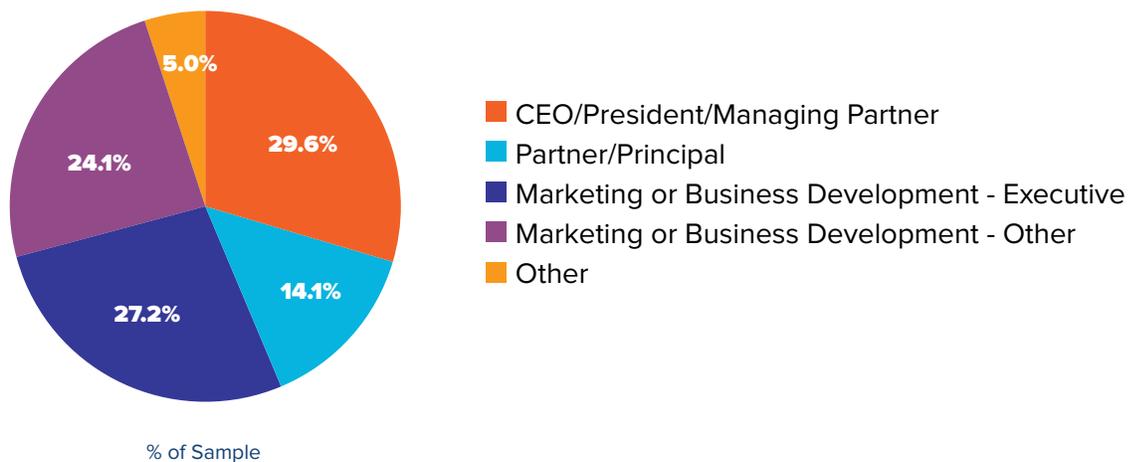
of study participants were Technology Services firms.

This study includes results from two distinct sample groups:

- 500 professional services firms
- An expert panel of 20 online marketing leaders

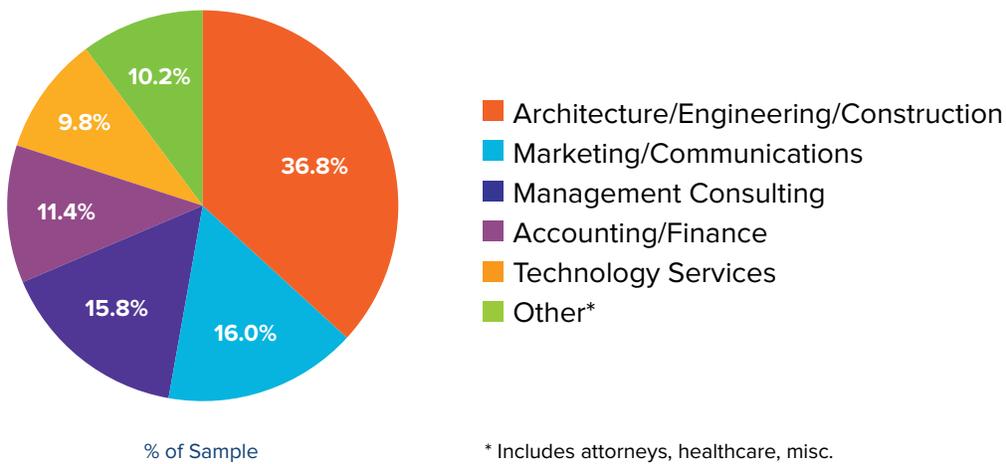
The overall sample included a total of 500 professional services firms with an average of 319 employees and average annual revenue of \$53,929,835. Respondents were drawn from senior-level management and executive positions.

Fig. 1. Position in Firm



The sample included five primary industry groups. Technology Services Firms accounted for almost 10% of the total sample.

Fig. 2. Sample Composition by Industry Group



This report compares the results of the study for all professional services firms to the answers from the subset of firms in the study considered to be “Technology” firms. We also compare the technology firm results to a group of high growth companies that we studied previously and to the responses from our panel of 20 online marketing experts.

The Technology Services firms we studied:

A panel of twenty top experts in online marketing provided insights into best practices. These experts are profiled in the Appendix.

The report also includes two case examples to demonstrate how consulting firms are applying online marketing tactics and tools to generate leads and grow their businesses.

3

Online Lead Generation

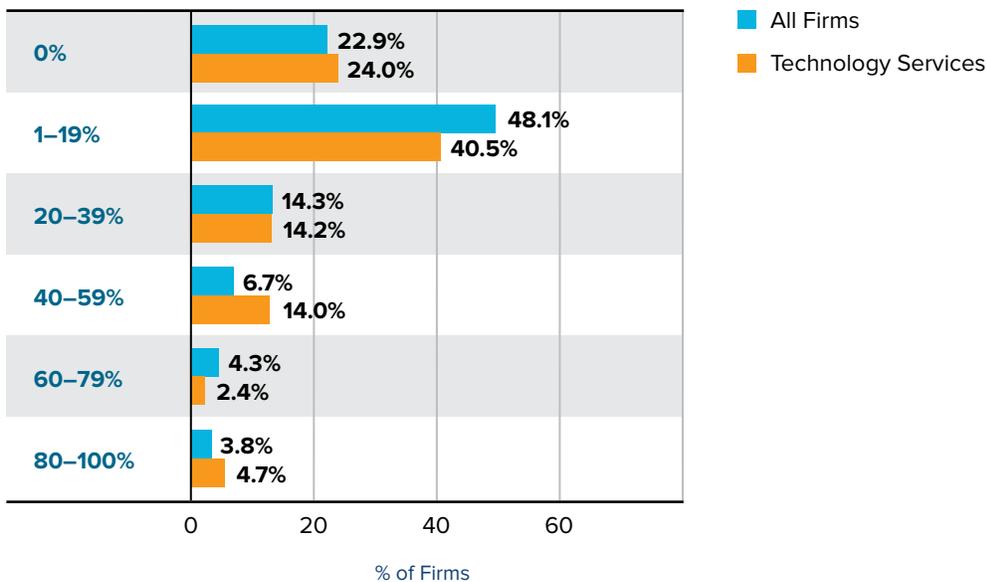


How Does the Technology Services Industry Compare to Other Professional Services Industries?

Are Professional Services Firms Capturing New Leads Online?

In our original study, we found that more than 77% of all professional service firms generated at least some new business leads online. Figure 3 shows the breakdown of leads generated online by the professional services firms we sampled and by the subset of technology firms included in the survey.

Fig. 3. Online Lead Generation for Technology Services Firms vs. All Firms



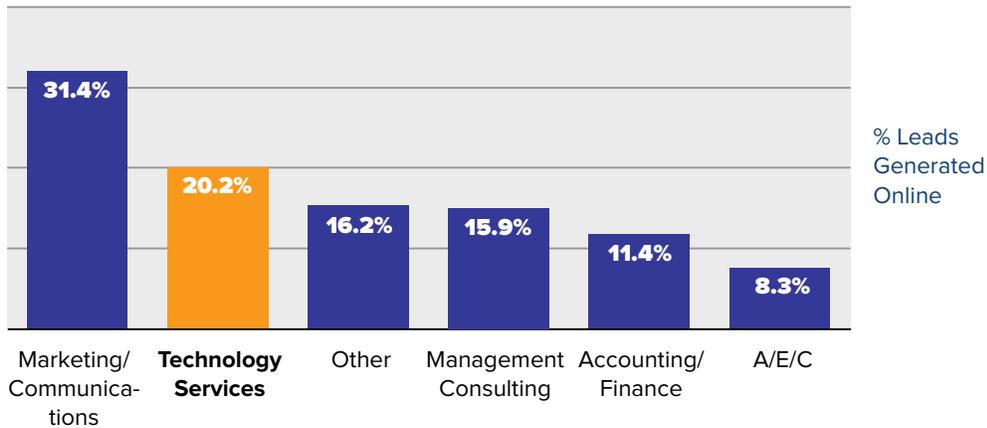
77%

of firms generated at least some new business leads online.



As you can see in Figure 4, there appears to be a wide variation in online lead generation among the different types of professional services. Technology service firms generate a greater percentage of leads online than most other professional services.

Fig. 4. Online Lead Generation by Industry

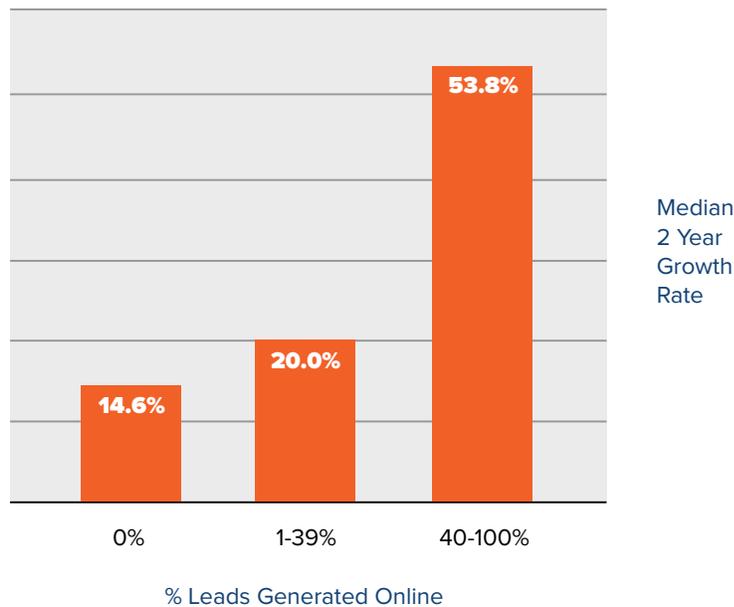


This result bodes well for technology firms given the relationship we found between online leads and financial health. We explore this relationship further in Figure 5.

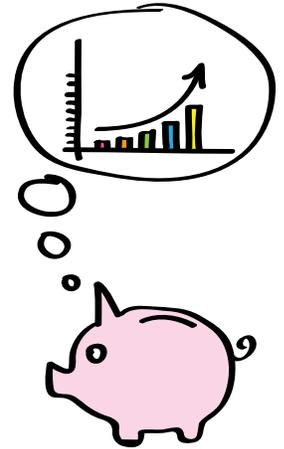
Is there a Relationship Between Online Leads and Growth and Profitability?

We found convincing evidence that firms that generate leads online not only grow faster but are also more profitable. In the figures below, you can see that firms generating at least 40% of their new business online exhibit substantially greater growth.

Fig. 5. Median Growth Rate and Online Lead Generation for All Professional Services Firms*



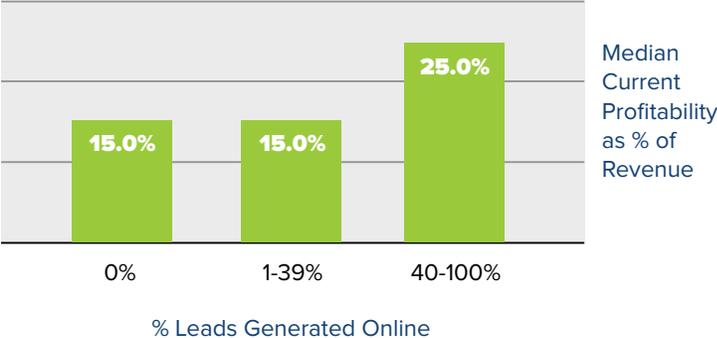
*Given the potential of very large and very small firms to skew the results, we selected the median values as the most stable measure of central tendency.



The group of professional services firms growing at the highest rate is generating at least 40% of new business leads online.

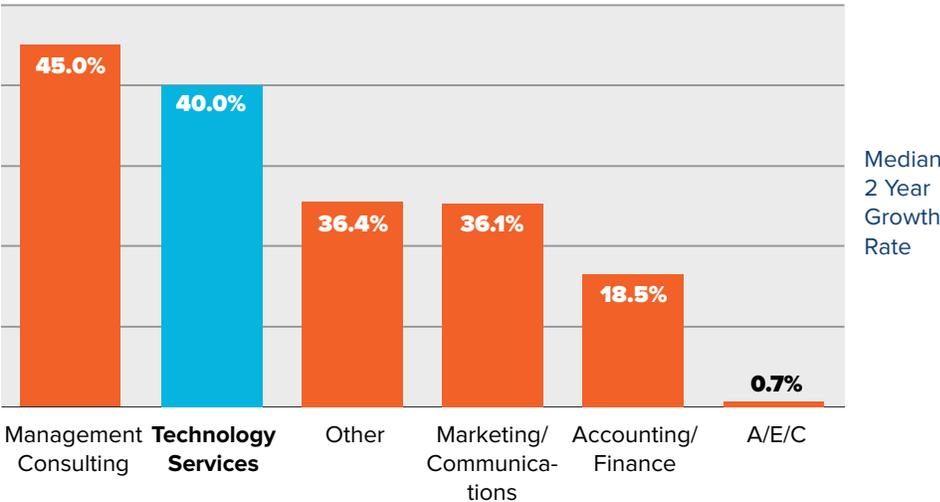
This relationship holds true when we focus on profitability as well.

Fig. 6. Median Profitability and Online Lead Generation for All Professional Services Firms



Given the technology services industry’s position among the leaders in online lead generation by professional services firms, we would expect to see technology firms showing fairly substantial growth and profitability. And in fact, that is what we found. In the figure below, you can observe that technology firms are growing by 40% over a two-year period.

Fig. 7. Growth Rate by Industry

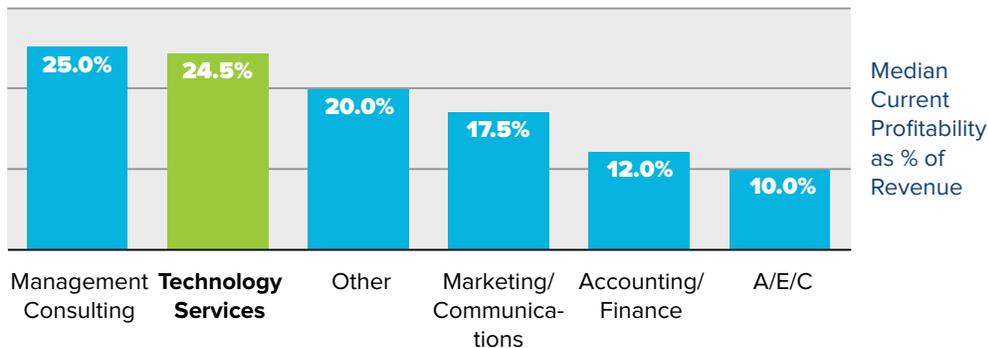


Technology Services firms have shown a 40% growth rate over two years.



In addition to having a high growth rate, the technology services industry is also one of the most profitable professional services we included in our sample.

Fig. 8. Profitability by Industry



While these results don't go so far as to suggest that online lead generation is solely responsible for growth and profit, they do show that online lead generation has a positive influence on these two key success indicators.

WHY MORE PROFITABLE?

Why are firms that generate a higher percentage of online leads more profitable? Our data does not provide a definitive answer, but one explanation is that over the long term, online marketing simply costs less than traditional marketing. For example, consider a firm that makes an up-front investment in search engine optimization. Once the firm achieves top search engine rankings, the leads continue to flow in without incurring high ongoing costs. Contrast this against traditional marketing techniques, which often come with sustained campaign expenses.

Data from Hubspot support this theory: According to *The State of Inbound Marketing in 2012*, online leads generated from inbound marketing had a 62% lower cost per lead than those generated using traditional approaches such as trade shows, direct marketing and telemarketing. (www.Hubspot.com/state-of-inbound-marketing/)

CASE STUDY

5 Lead Generation Strategies for Technology Firms

XTIVIA

Xtivia, a technology solutions and services company, is driving approximately 40% of its leads from online sources. CEO Dennis Robinson heads an ambitious team of marketers that clearly understands the value of digital marketing.

How is the Xtivia team able to generate so much business from its website? The following lead generation strategies help explain their success.

CONNECT WITH XTIVIA

www.xtivia.com

Facebook: [Xtivia](#)

Twitter: [@xtivia](#)

LinkedIn: [Xtivia](#)

Blog: <http://blogs.xtivia.com/>

1. Crack the Adwords Code

There is no shortage of professional services firms that use Google Adwords pay-per-click advertising. But few firms understand how to do it right, monitor results, and generate a proper return on investment. The Xtivia folks spend generously on Adwords every month, and they generate more than enough new business to justify the cost.

“People clicking on our ads are usually very targeted and qualified. They have a need, are looking for a service, and are ready to act,” explained Robinson. The firm routinely receives 5 to 10 inbound leads per week from pay-per-click campaigns, some of which result in multimillion-dollar projects.



2. Monitor Visitor Activity

Robinson and his team regularly evaluate how web visitors are interacting with the website. Using a service called *LeadLander*, they are alerted when visitors hit certain important pages. For instance, if someone from BlueCross BlueShield lands on a particular case study page, the team is notified and can now pay closer attention to that prospect.

The team also closely follows which keywords visitors are searching on in search engines. To engage visitors, a website's content should closely reflect what visitors are searching for. If it does not, visitors will not find what they are looking for and quickly leave the site. The team tracks keyword quality by analyzing the amount of time visitors spend on the site for each keyword searched.

3. Never Stop Tweaking

The company's website is managed in-house with a content management system called *Joomla*. This platform provides a flexible interface that allows non-technical users to make content changes to the website. This capability is vital to the Xtivia online marketing approach. As the team monitors visitor activity and uncovers valuable insights, they simultaneously tweak the website's content to be more effective.

According to Robinson, "Our website is a living, breathing entity. We are constantly trying different things, looking to maximize performance. Earlier today we changed to copy on our About page to emphasize some of our greatest differentiators."

4. Respond Quickly

All leads come through Robinson first, and he ensures they receive responses within 15 minutes.

Robinson: “If you think you can wait a day, you’re wrong. If you sit there and wait, they’ve already found a competitor.”

Xtivia employees know to “Stop, Drop, and Dial” when a prospect call or website form fill comes in. By responding to prospects quickly, the firm is setting the tone for the relationship. In addition, they are solving the prospect’s problem before a competitor has a chance.

5. Educate to Build Trust

The Xtivia blog builds trust and attracts new visitors. Launched about one year ago, the content covers frequently asked questions related to Xtivia services. The different technical teams work together to generate customer questions or hot topics. By writing blog posts that cover a wide variety of technical subjects, Xtivia is gradually building a library of thought leadership.

As people search for answers in Google to commonly asked technology questions, they may be taken to a useful Xtivia blog post. Creating this content not only drives traffic to the website, it also nurtures prospects and develops relationships.



4

Online Recruiting

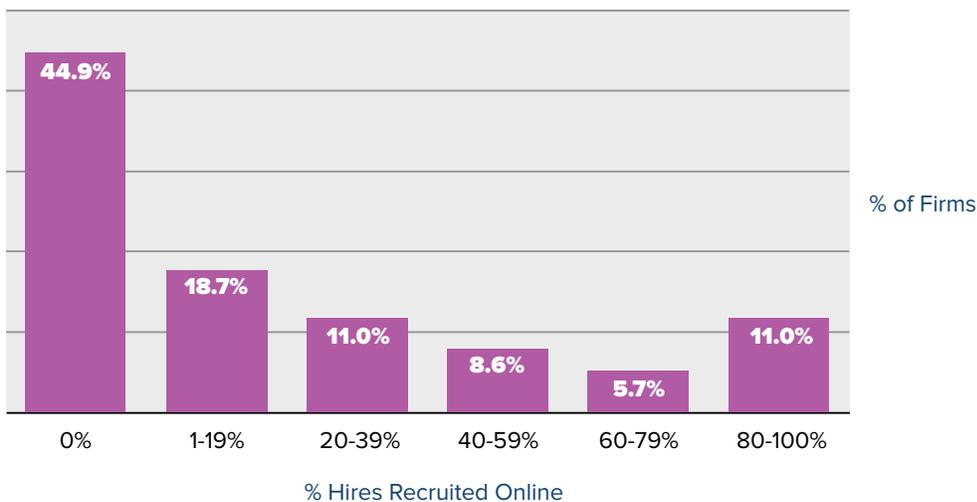
Are Professional Services Industries Taking Advantage of Online Recruiting?

Recruiting is a key issue for many firms. As the graph below demonstrates, more than half of the firms in our study use online recruiting in some capacity. While 45% demonstrate no online recruiting efforts, about a quarter of firms attract 40% or more of new hires online.

About 25% of firms attract 40% or more of their new hires online.



Fig. 9. Online Recruiting Across All Professional Services Firms

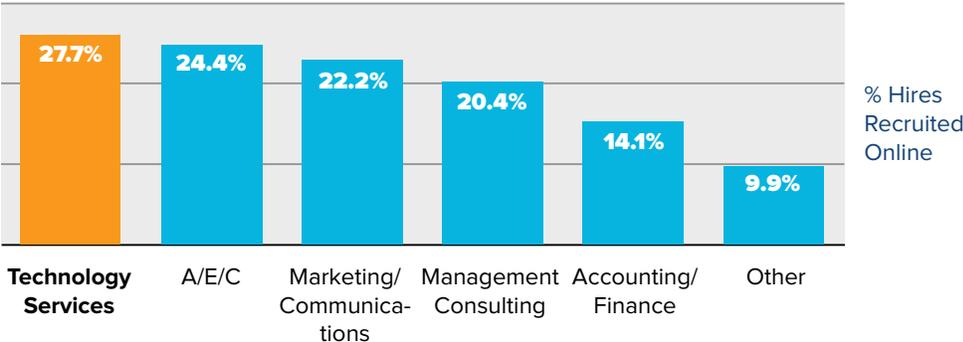


More than half of the firms in the overall sample are using online recruiting efforts in some capacity.

Industry Differences

The technology services industry outpaces other professional services industries when it comes to online recruiting, finding nearly 28% of employees through online channels.

Fig. 10. Online Recruiting by Industry



IS ONLINE RECRUITING A TREND?

We do not have historical data on this topic, but we expect more and more firms will use their websites for recruiting purposes. As young adults continue to enter the work force — and as business search engine use grows — online recruiting is likely to become increasingly important to professional services firms.

5

Online Marketing Spending

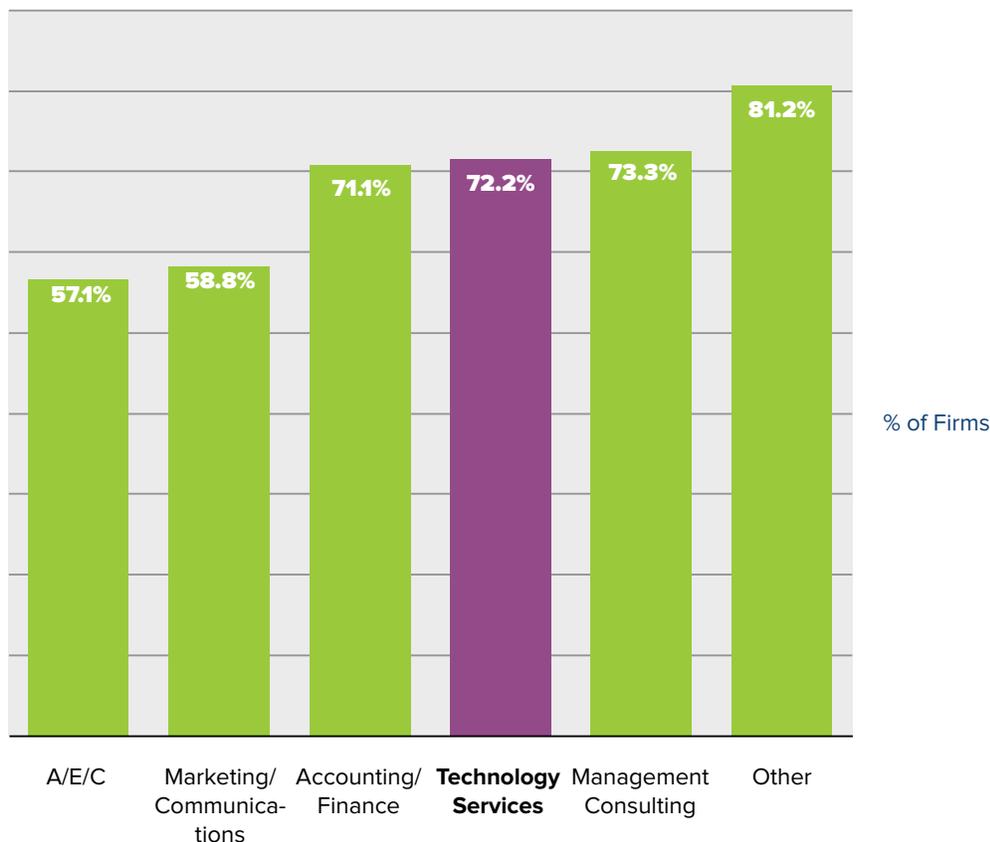
Are Professional Services Industries Investing More in Digital Marketing?

Given the success of online marketing, we were not surprised to see that the majority of firms are planning to increase their online marketing budgets. We found that two-thirds of professional services firms are planning sizable increases in their online marketing budget over the next year. One third anticipated no change in online marketing dollars, and less than 1% planned to decrease their online marketing spending.

72.2%

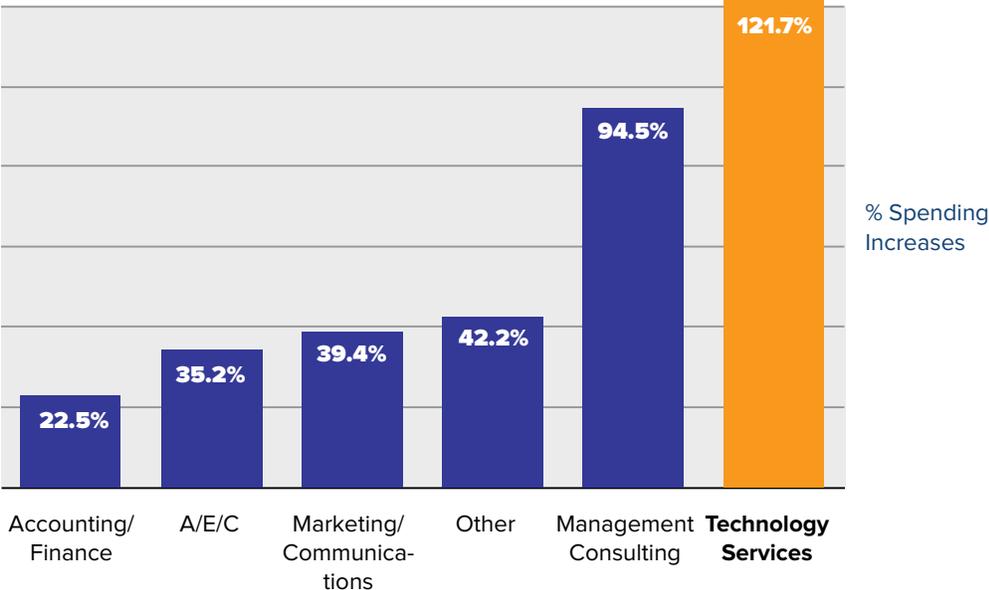
of Technology Services firms are planning to increase online marketing spending

Fig. 11. Percentage of Firms that Are Planning to Increase Spending



All of the professional services industries we studied plan to boost their digital marketing budgets. Technology anticipates the largest increase in spending, with planned hikes of more than 120%.

Fig. 12. Spending Increase for Online Marketing



The average firm in the Technology Services industry is planning to increase online marketing spending by 121.7%.

6



High Growth Firms

What Can the Technology Services Industry Learn From High Growth Firms?

In our previous research, we uncovered a group of professional services firms that grow much faster and are more profitable than their peers. These results are documented in our book *Spiraling Up: How to Create a High Growth, High Value Professional Services Firm*. In the current study, we revisit these firms with the goal of determining how they approach online marketing.

We defined high growth firms as those that are growing by at least 20% per year over two successive years. We found high growth companies in all of the professional services industries we studied. Some industries had higher percentages of high growth firms than others.

We found high growth firms in all professional services industries.



*www.hingemarketing.com/spiralingup

High Growth Firms Across Industries

We calculated an index to show the likelihood that a high growth firm would be associated with a particular industry. An industry index of 1.0 represents an average chance that a firm would find itself in the high growth category. Likewise, an industry index of .5 indicates that a firm in that industry would be half as likely to be a high growth company. Below are indices for the industries we researched in this study.

High growth firms are most likely to be found in the technology industry.

Fig. 13. Relative Index of High Growth Firms by Industry



High Growth vs. Average Firms in the Technology Services Industry

How do the high growth firms compare to average firms within the same industry? And within these high growth firms, what is the impact of a focus on digital marketing?

To answer these questions, we compared the overall sample of Technology services firms to their high growth counterparts. We then went a step further and separated out those high growth firms that generate at least 40% of their leads online.

Figure 14 shows the level of online lead generation for all three groups. High growth firms generate somewhat more leads than average firms. And, of course, the high growth group that focuses on online marketing generates many more.

Fig. 14. Leads Generated Online: Average Growth vs. High Growth vs. High Growth/High Online Technology Services Firms

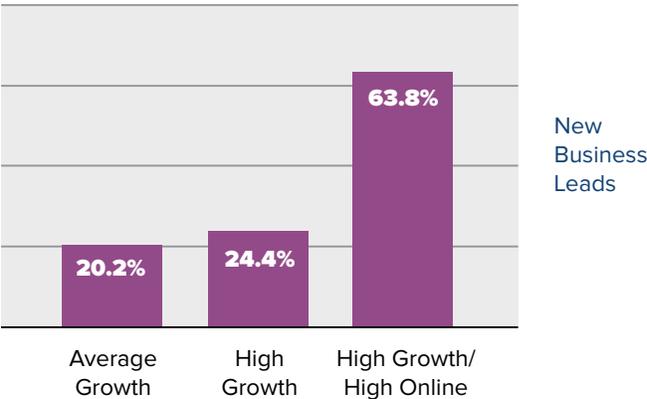
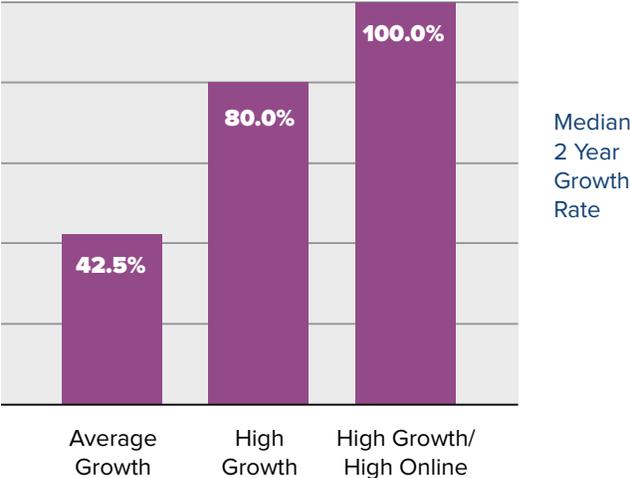


Figure 15 shows that a focus on digital lead generation is associated with faster growth, even in a group that has been selected for high growth.

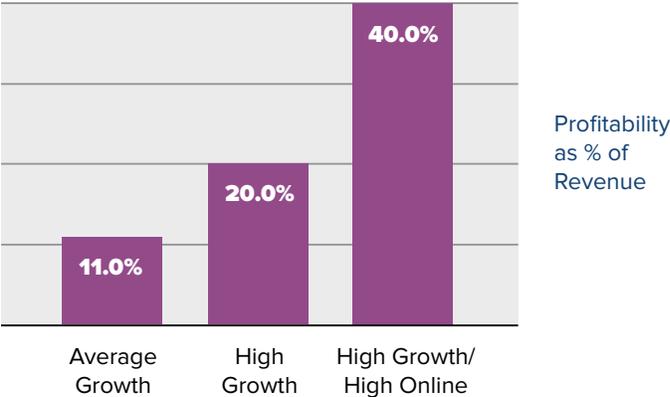
Fig. 15. Median 2 Year Growth Rate for Average Growth vs. High Growth vs. High Growth/High Online Technology Services Firms



A focus on digital lead generation is associated with faster growth.

The financial impact of these differences is played out when we look at firm profitability. Beyond the impact of being a high growth firm per se, greater online focus is associated with higher profitability.

Fig. 16. Median Current Profitability for Average Growth vs. High Growth vs. High Growth/High Online Technology Services Firms



Greater online focus is associated with higher profitability.

We then decided to look more closely at those high growth firms that generated at least 40% of their leads online. We were interested to learn how they did it so successfully. To create a larger sample for this more granular analysis, we included high growth, high online firms from all industry groups.

CASE STUDY

Social Media for HR: 10 Game Changing Tips



PrimePay specializes in payroll, tax, HR, insurance and benefit services. It's rare to find a professional service firm website doing so many things right. Fresh content, social media engagement and lead-generating calls to action are just a few elements that draw a user's attention.

But rolling out a successful social media program for a payroll company — or any services firm — is not easy. So how do they do it? Nancy Mullin, Manager of Marketing and Interactive Services at PrimePay, offers 10 tips for social media success:

- 1. Take Your Website from IT, Give It to Marketing:** With today's easy-to-use content management technology, you shouldn't need a developer to update your website. PrimePay gave the car keys to the marketing team and let them use the website as a living, breathing communication tool. It just makes more sense to put Marketing in charge of updating a firm's website content than IT.
- 2. Zero In on High Impact Activities:** Nancy and her team cannot possibly cover every aspect of online marketing. Instead, they focus on the things that will make a difference. For example, creating keyword-rich blog posts are having a huge impact on PrimePay's business, so it makes sense that they continue to invest in their blog.

CONNECT WITH PRIMEPAY

www.primepay.com

Blog: <http://blog.primepay.com/>

Twitter: [@PrimePayPayroll](https://twitter.com/PrimePayPayroll)

LinkedIn: [PrimePay](https://www.linkedin.com/company/primepay)

- 3. Determine Your Conversion Actions:** PrimePay tracks specific goals on its site. For instance, they want visitors to fill out their contact form (their primary call to action) and download credibility-building documents, such as their Employee Handbook (a secondary call to action). Having trackable goals is an important step to building a lead generating website.
- 4. Eliminate Friction:** PrimePay's old website had one major problem: it did not make it easy for people to contact the company. The new site, however, makes it very easy to contact the firm or take a conversion action. Simplified web forms and clear calls to action have led to an influx of leads.
- 5. Meet Your New Best Friend: The CRM:** The team benefits greatly from using a Customer Relationship Management (CRM) tool called HubSpot. This type of software allows you easily to create new web forms and offers, track leads by source and segment your list of prospects for easy email marketing. This tool has dramatically increased PrimePay's efficiency.
- 6. Pluck Low Hanging Fruit:** When it comes to ranking in search engines, PrimePay's strategy is to find keyword opportunities that haven't yet been saturated. Rather than target high volume, highly competitive phrases, they target many more-attainable keyword phrases. The traffic they receive from these highly targeted "long-tail" keywords add up.
- 7. Declare Yourself the Authority, Then Back It Up:** In the world of professional services, trust is everything. PrimePay not only declared themselves a thought leader, but they supported the claim by stepping up their effort to publish educational content for business owners, payroll professionals, accountants and brokers. This long-term strategy has led to a brand that prospects can trust.

- 8. Blog on Topics that Generate Leads:** When producing educational content, PrimePay always has a specific target demographic in mind. They write posts that speak the language of their target readers and attract qualified leads. Examples of popular posts are “10 Illegal Job Interview Questions” and “Employment Status: Volunteer or Employee.” These posts are intended to be discovered by HR professionals who — either now or in the future — may need PrimePay’s services.
- 9. Give and Thou Shall Receive:** Nancy spends a portion of her day using Google Reader, a tool that allows her to skim through online publications quickly. She browses sites such as Forbes and Entrepreneur Inc. and shares interesting stories on her social media networks. This activity positions PrimePay as a trusted industry resource.
- 10. Stick. It. Out.:** “It’s tough in the beginning,” explained Nancy. “You’re writing all of these posts, you don’t have many subscribers and you start to think... is this worth it? We stuck it out, however, and it paid off.” You can’t climb this mountain over night. PrimePay made it through the hard times and now they are reaping the rewards of perseverance.

If you take away only one point from this story, it should be this: online success is within reach. Whether your focus is social media for payroll, HR, or any other professional service industry, you don’t need an army to prosper... just a smart marketing team with a good strategy.

7

Online Marketing Tools

Which Online Marketing Tools are Giving High Growth Firms an Advantage?



What makes some firms grow faster and profit more? We asked study respondents to tell us how heavily they use each of fifteen digital marketing techniques. Answers were ranked on a scale of 0 to 10. A 0 rating indicates no focus on the strategy; a rating of 10 indicates a heavy focus on the strategy.

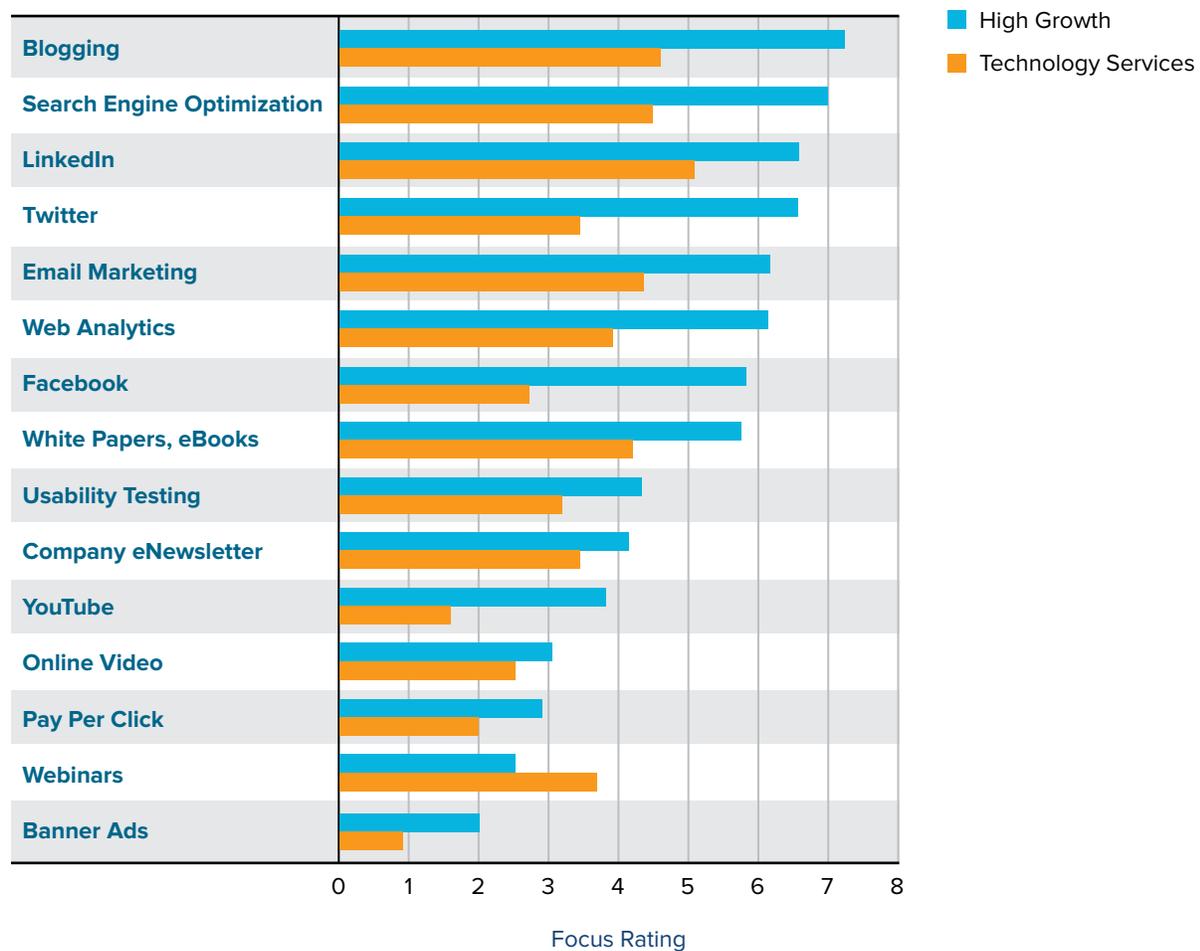
Higher growth firms tend to put a greater emphasis on nearly all forms of popular digital marketing techniques, and they report greater efficacy when using these techniques.

High growth firms put a greater emphasis on all forms of popular digital marketing techniques.



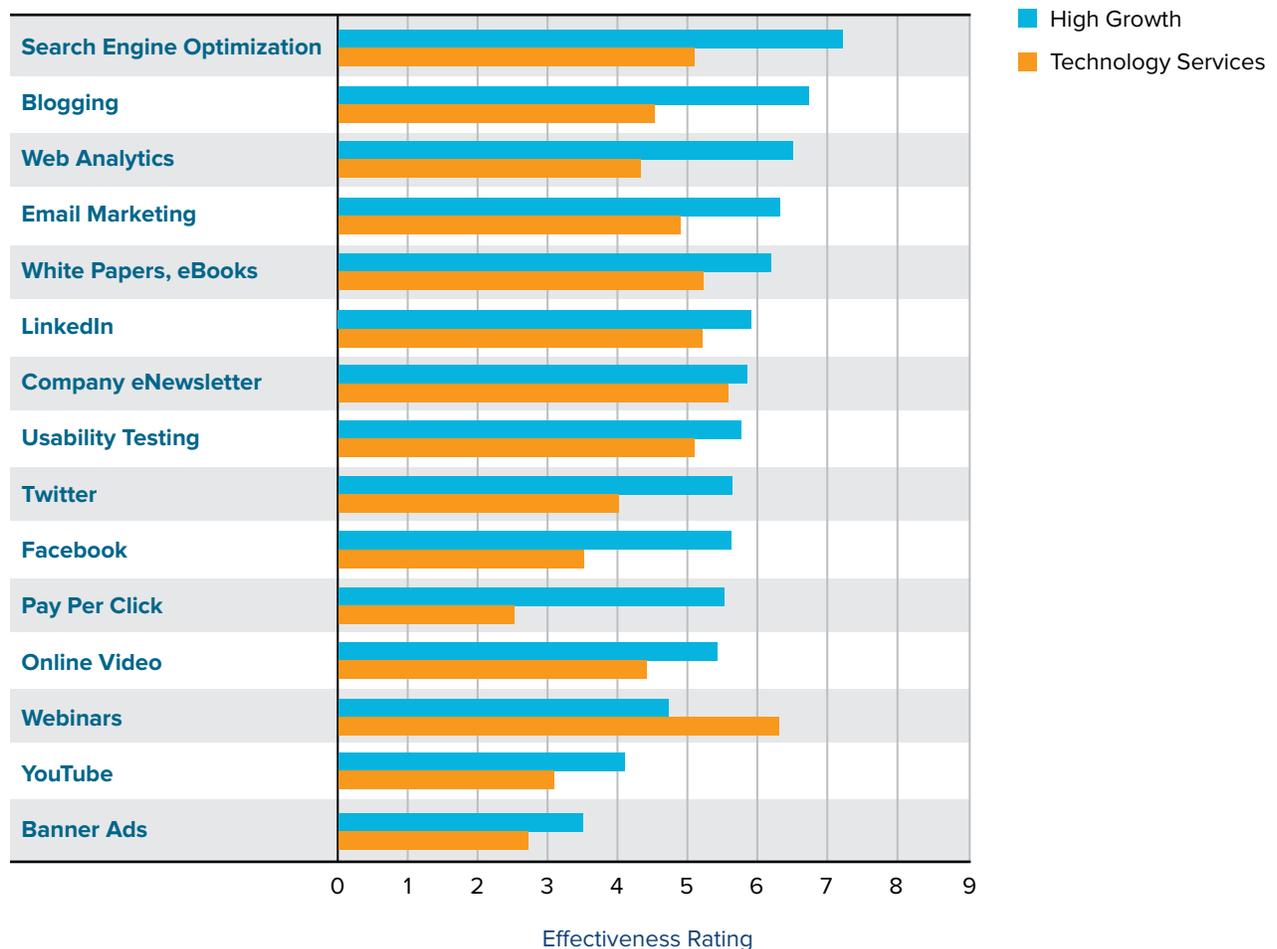
In the chart below, we compare the answers from Technology Services industry firms with those of high growth companies. High growth companies report heavier use — often substantially — of nearly all digital marketing techniques compared to technology services firms. The sole exception is in the area of webinars where Technology Services firms hold the edge.

Fig. 17. Focus Rating: High Growth Firms vs. Technology Services Firms



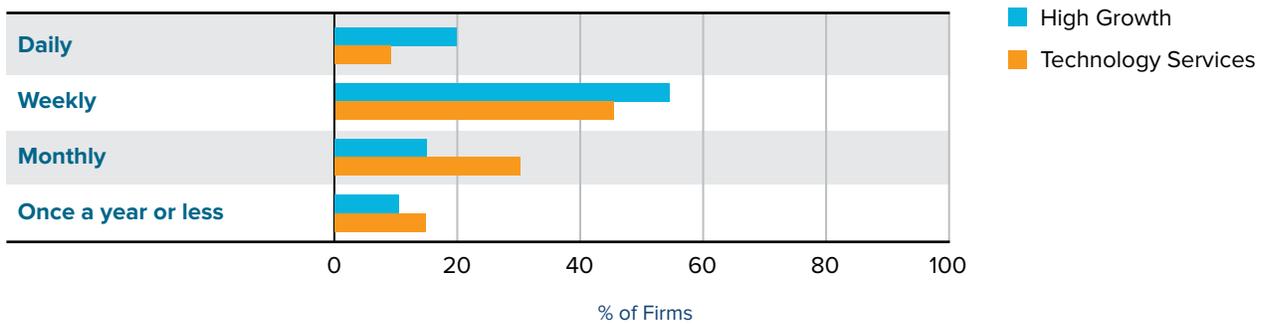
We also asked respondents to rate the efficacy of the fifteen techniques. Again, they rated the techniques on a scale of 0 (completely ineffective) to 10 (extremely effective). In all categories save one, the high growth companies reported greater utility than did the Technology Services firms. The sole exception was again with webinars. On the whole, the high growth firms tend to use the tools more intensively and find greater effectiveness with them.

Fig. 18. Effectiveness Rating: High Growth Firms vs. Technology Services Firms



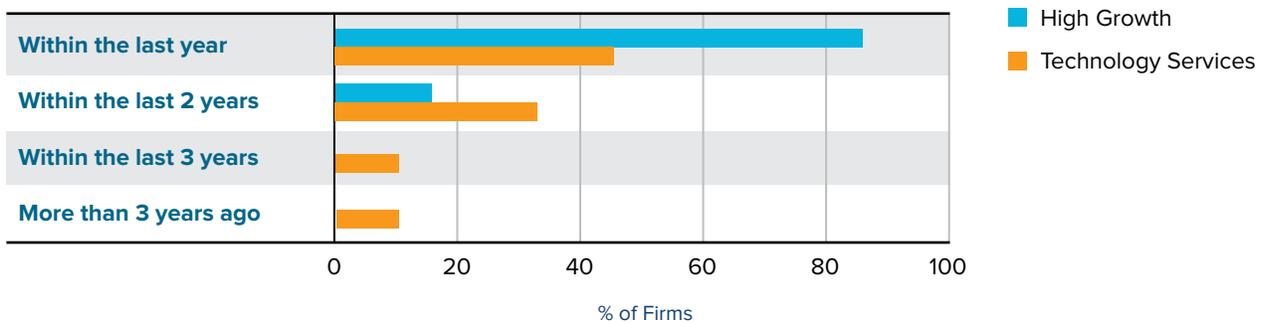
High growth firms tend to update their websites more frequently. 75% of high growth companies update their websites as often as once a week. In contrast, 55% of technology services firms perform such frequent updates.

Fig. 19. Web Update Frequency



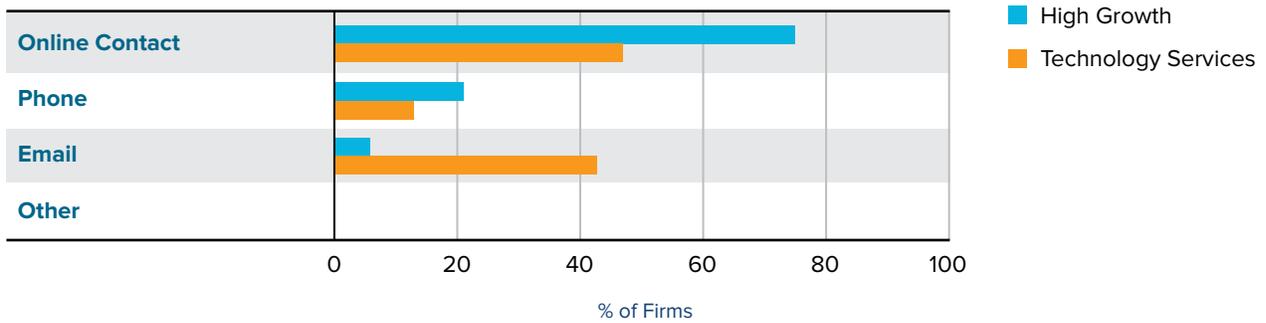
Higher growth firms also tend to have redesigned their websites more recently than firms in the technology services industry. More than 80% of high growth firms redesigned their websites in the last year, while 44% percent of technology firms redesigned their websites that recently.

Fig. 20. Last Website Redesign



High growth companies are using online contact forms to a much greater degree. Online contact forms are the primary way a website converts visitors to leads, so they are important elements of any online marketing program.

Fig. 21. Contact Method



8

The Experts Weigh In

What do the big brains think?

A 20-person panel of experts, profiled in the Appendix, weighed in on the effectiveness of 15 online marketing strategies. This expert panel comprises some of the most respected names in a variety of online marketing specialties, including search engine optimization, social media, pay-per-click marketing, content marketing, web analytics and more.

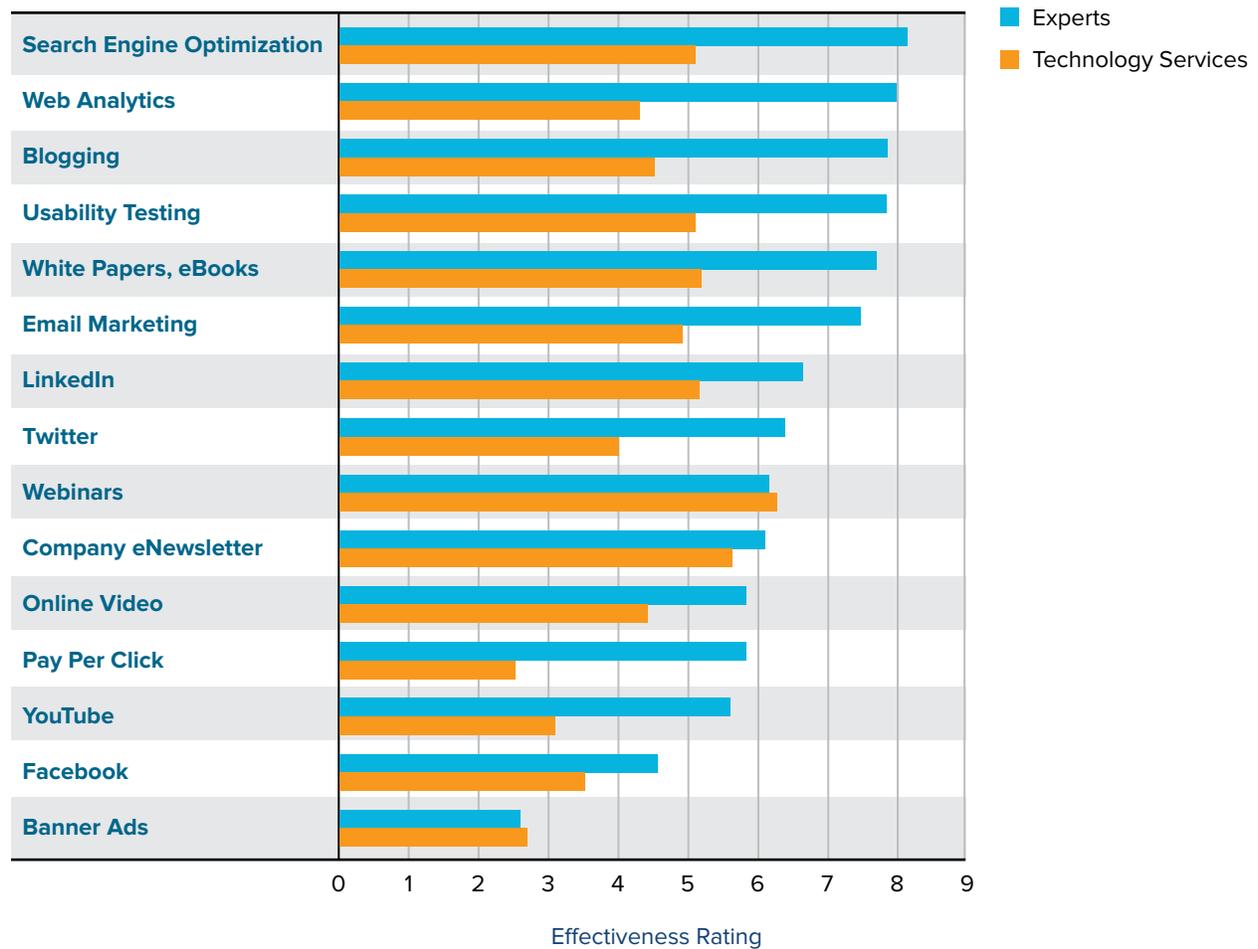
We asked each of these experts to use the same 0 to 10 scale to rate the effectiveness of each strategy. A rating of 0 indicates an ineffective strategy. A rating of 10 indicates a highly effective strategy.

Clearly, firms in Technology Services could be realizing greater potential from online marketing strategies.



In contrast to technology industry responses, the experts placed a higher value on nearly every strategy. That being said, firms in the technology services industry could be realizing greater potential from online marketing strategies.

Fig. 22. Effectiveness Rating: Experts vs. Technology Services Firms



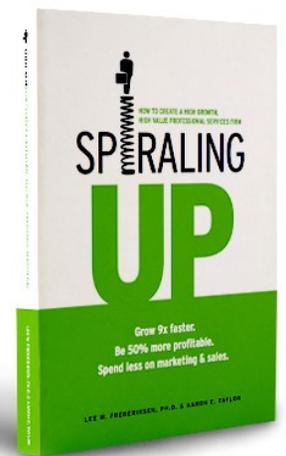
9

Conclusions

So what does it all mean?

Given the advantages that technology offers to other businesses when it comes to managing costs and improving efficiency, we weren't surprised to see that the sector was performing well in the current economy. As with the broader professional services sector, perhaps the most valuable information to be discerned from the study is the advantage gained by firms that dedicate significant marketing efforts to developing leads online. Online marketing offers many advantages over traditional techniques: lower costs, longer geographic reach, the ability to refine campaigns over time and many automated features. These benefits make it an attractive alternative to the labor-intensive and expensive techniques of the past. In addition, buyers increasingly turn to the web and social media to locate and evaluate professional service providers.

Technology service firms generally benefit from their "first adopter" cultures when it comes to leading change. Firms that take the lead in online marketing strategies stand to gain an advantage that could distance themselves from their competitors.



Want to learn more about building a high growth firm?



**Download a Free
copy of *Spiraling Up***

hingemarketing.com/spiralingup

Additional Resources

If you want to learn more about marketing your Technology Services firm, check out some of the free resources below:

Spiraling Up: How to Create a High Growth, High Value Professional Services Firm

This book explores the characteristics and marketing habits of firms that grow 9X faster and are 50% more profitable than average. Find out how they do it — and how you can, too. Available for free download:

www.hingemarketing.com/spiralingup

Website Planning Guide

The 7 key steps in this guide will prepare you to build a website that performs exceptionally well — nurturing prospects and generating leads every day and night of the year. Available for free download:

www.hingemarketing.com/library/article/website_planning_guide

Changes in the Professional Services Marketing Mix: Traditional vs. Online Marketing

Online marketing is challenging traditional marketing. This article considers some of the key trends influencing the new mix of professional services marketing techniques. Available for free download:

www.hingemarketing.com/library/article/changes_in_the_professional_services_marketing_mix_traditional_vs._online/

The Online Lead Generation Guide for Professional Services Firms

In this guide, you will learn how to make the most of your online marketing tools and access a whole new world of qualified leads. Available for free download:

www.hingemarketing.com/leadgenguide



Appendix

The Expert Panel



Meet the big brains.

To reflect best practices, we interviewed top experts in various online marketing disciplines.

We asked the experts a set of questions that corresponded to our professional services survey.

In addition, we asked about their specific area of expertise and how it might be best applied to professional services firms.

The following experts participated in this research:



Ann Handley
Chief Content Officer at
Marketing Profs
Author of *Content Rules*
Twitter: [@MarketingProfs](#)



Brad Geddes
Founder of Certified
Knowledge
Author of *Advanced Google
Adwords*
Twitter: [@bgtheory](#)



Bryan Eisenberg
Managing Partner at Eisenberg
Holdings, LLC
Author of *Waiting for Your Cat
to Bark?*
Twitter: [@TheGrok](#)



Danny Dover
Senior SEO Manager at AT&T Interactive
Author of *Search Engine Optimization Secrets*
Twitter: @DannyDover



David Meerman Scott
Marketing Strategist and Consultant
Author of *The New Rules of Marketing and PR*
Twitter: @dmScott



Eric Enge
President at Stone Temple Consulting
Co-Author of *The Art of SEO*
Twitter: @stonetemple



Ginny Redish
Founder of Redish & Associates Inc.
Author of *Letting Go of Words — Writing Web Content that Works*
Twitter: @GinnyRedish



James Beswick
Founder of One Up Proar
Author of *Ranking Number One*
Twitter: @oneuproar



Jason Burby
Chief Analytics and Optimization Officer at ZAAZ
Author of *Actionable Web Analytics*
Twitter: @JasonBurby



Jennifer Abernethy
America's Social Business Stylist, The Sales Lounge
Author of *The Complete Idiot's Guide to Social Media Marketing*
Twitter: @SalesLounge



Jim Boykin
Founder & CEO of Internet Marketing Ninjas (formerly We Build Pages)
Blog: www.internetmarketingninjas.com/blog/
Twitter: @jimboykin



Joe Pulizzi
Founder of the Content Marketing Institute
Co-Author of *Get Content Get Customers* and *Managing Content Marketing*
Twitter: @juntajoe



Justin Cutroni
Director of Intelligence at
Cardinal Path
Author of *Google Analytics*
Twitter: @justincutroni



Kristopher B. Jones
Founder / CEO, KBJ Capital
Author of *Search Engine
Optimization*
Twitter: @krisjonescom



Kristina Halvorson
Founder of Brain Traffic
Author of *Content Strategy for
the Web*
Twitter: @halvorson



Lon Safko
Social Media Strategist
Author of *The Social Media
Bible*
Twitter: @longsafko



Mari Smith
Social Media Consultant
Author of *The New Relationship
Marketing*
Twitter: @MariSmith



Michael Fleischner
Founder, MarketingScoop.com
Author of *SEO Made Simple*
Twitter: @mfleischner



Tim Ash
CEO of SiteTuners &
Founder of Conversion
Conference
Author of *Landing Page
Optimization*
Twitter: @tim_ash



William Albert
Director of the Design and
Usability Center at Bentley
University
Author of *Measuring the User
Experience*
Twitter: @UXMetrics

About Hinge

Hinge is a national branding and marketing firm that specializes in professional services. We conduct regular research into the industries that we serve — with a particular focus on high growth firms — so that we can offer professional services firms the insights and edge they need to break out in a marketplace that is undergoing fundamental change. We offer a comprehensive suite of online and offline marketing services that can help any firm build competitive advantage. To learn more, visit us at www.hingemarketing.com.

To keep atop the latest branding and marketing strategies for your professional services firm, follow us on social media and subscribe to our blog.

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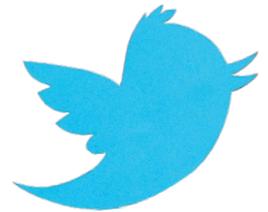
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LinkedIn: www.linkedin.com/company/hinge

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About Hinge Research Institute

At Hinge, research is more than skin deep. It helps define who we are, how we help our clients and guides how we grow our own firm. We also believe in sharing our knowledge, not only with our clients but also with the broader professional services community. This commitment has led to the establishment of the Hinge Research Institute. The Institute is committed to conducting innovative research on professional services firms and their respective clients.

We are also committed to sharing that knowledge through original research studies, webinars, executive roundtables, whitepapers, articles and books. Please visit us at www.hingeresearch.com to find additional research reports, white papers, and videos.

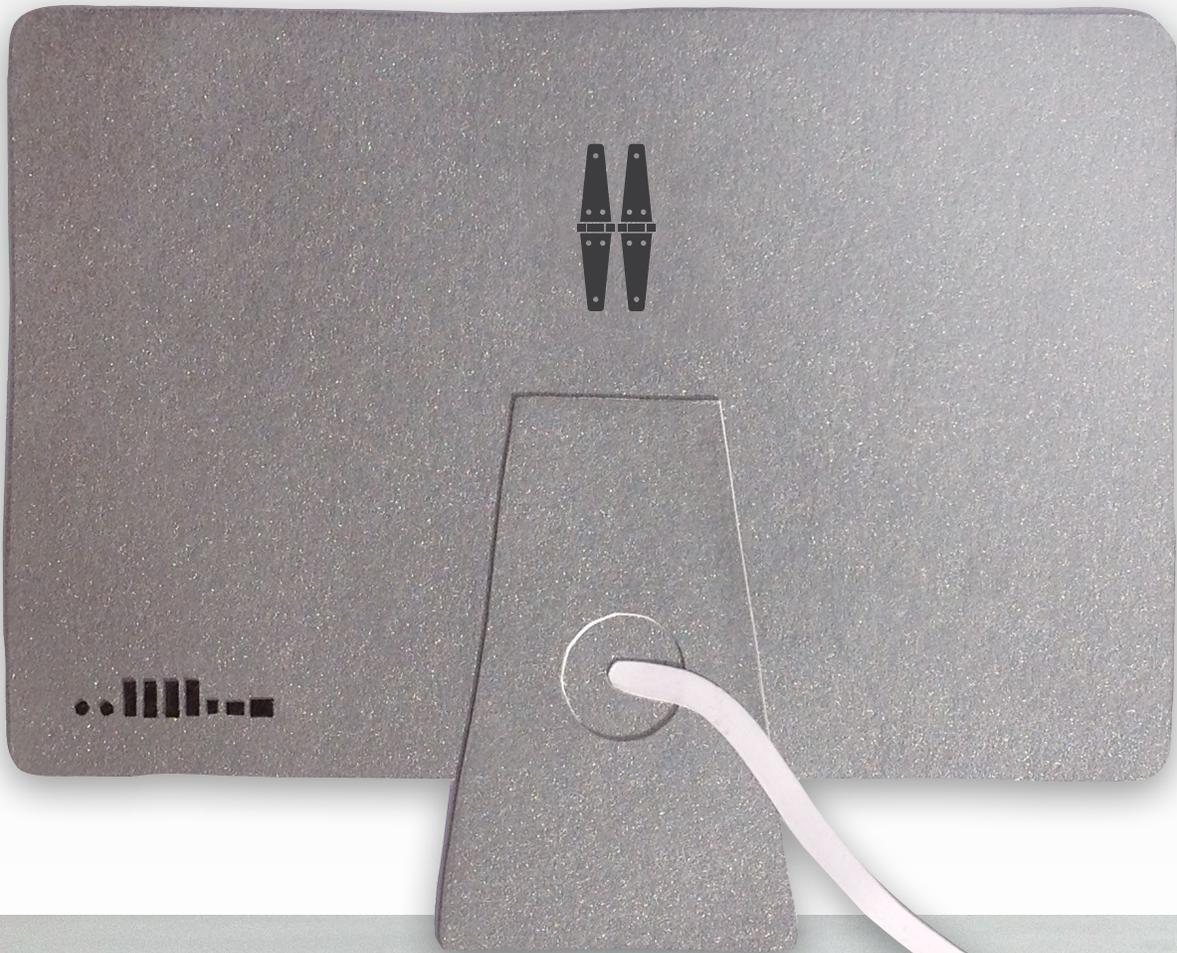
Study Director

Lee W. Frederiksen, Ph.D.

lwf@hingemarketing.com

703.391.8870

THE END



Hinge Research Institute

www.hingeresearch.com