



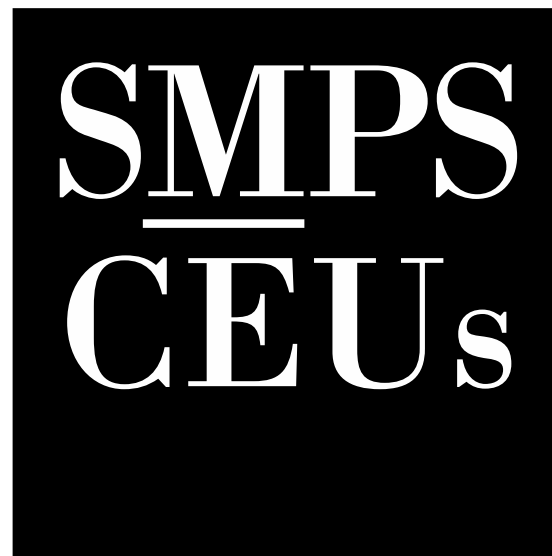
How to Rebrand Like a Boss

Presented by Liz Harr and Kristin Keen



SMPS CEUs

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Today's Presenters



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Agenda

- What makes up a brand?
- When is the right time to rebrand?
- How to plan for rebrand
- How to measure/optimize your efforts
- How to budget for a rebrand



What makes up a brand?



Common Misconceptions

- > Your brand is not your firm's name.
- > Your brand is not your logo or tagline.
- > Your brand is not your website or marketing collateral.
- > Your brand is not your mission statement.
- > Your brand is not your advertising.



What's a “brand” anyway?

Brand = Reputation x Visibility

What drives brand success?

- > A well-defined target audience
- > Relevance to the success of the target audience
- > A premium position
- > An excellent reputation
- > High Visibility

Your Brand Helps Build Trust





When is the Right Time to Rebrand?



Top Ten Indicators That It's Time to Rebrand

- ① Your firm is getting **fewer leads** than in the past
- ② Your firm is entering a **new market or introducing new services**
- ③ Your firm's **growth has slowed** or stopped
- ④ **New competitors** have entered your firm's market
- ⑤ Your firm's visual **brand looks tired** compared to the competition

Top Ten Indicators That It's Time to Rebrand

- ⑥ Your firm struggles to describe your **differentiators**
- ⑦ Your firm is **losing** a high percentage of bid situations
- ⑧ Your firm is struggling to **attract top talent**
- ⑨ Your firm wants to reach the **next level**
- ⑩ Your firm's target **clients have changed** significantly

How to plan for a rebrand



Phase 1. The Strategy



Phase 2. The Build



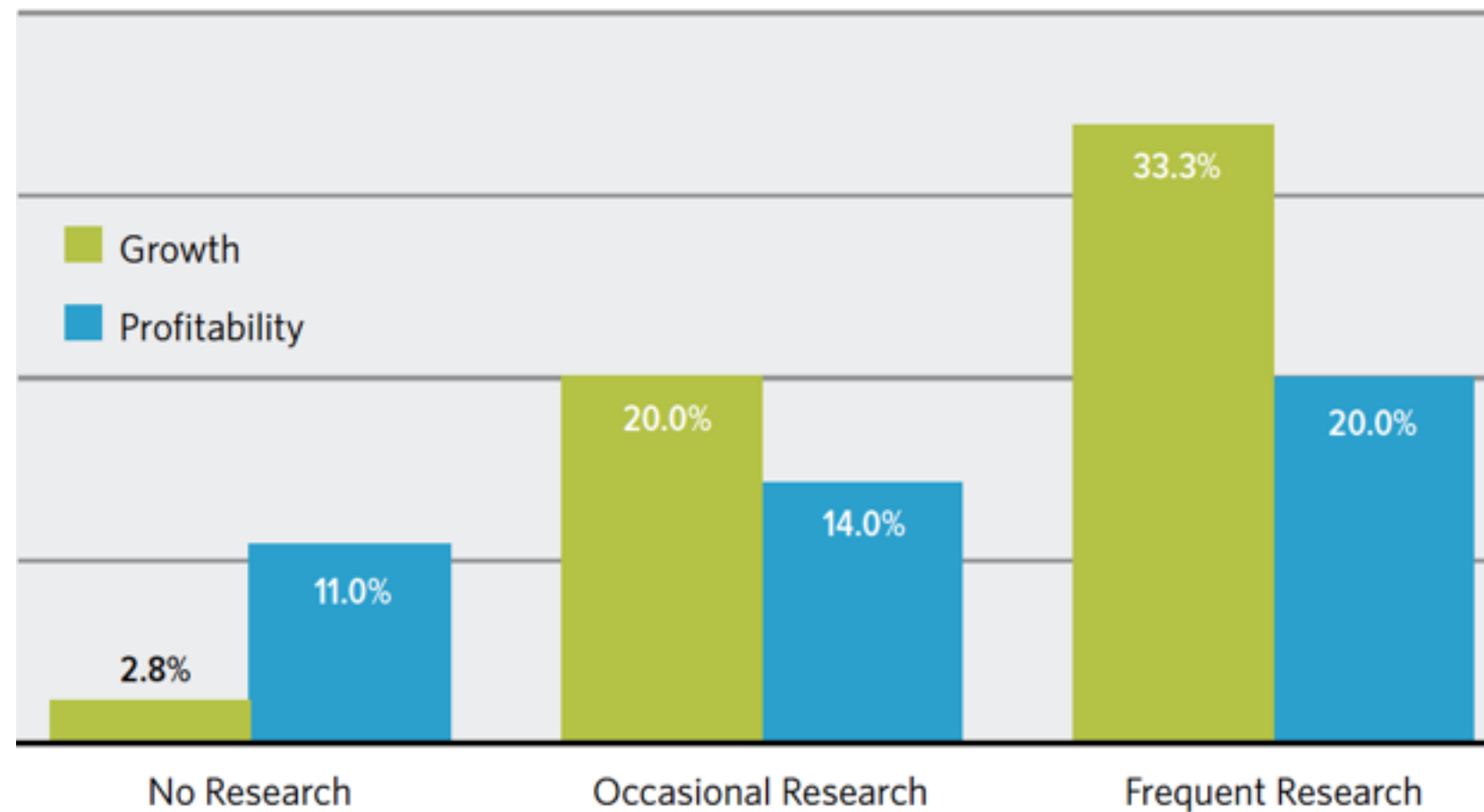
Phase 3. The Rollout

Phase 1: Get the strategy right



Where do I start?

The Impact of Research on Firm Growth and Profitability



Benefits of Research

- Better understanding of your target audiences
- Identification of a true competitive advantage
- Alignment of YOUR voice to THEIR key issues
- Focused efforts

Outcomes from Research

- Clear targets
- Differentiators
- Positioning and expertise issues
- Techniques you will use and how often
- Tracking methods

High growth firms are

3X

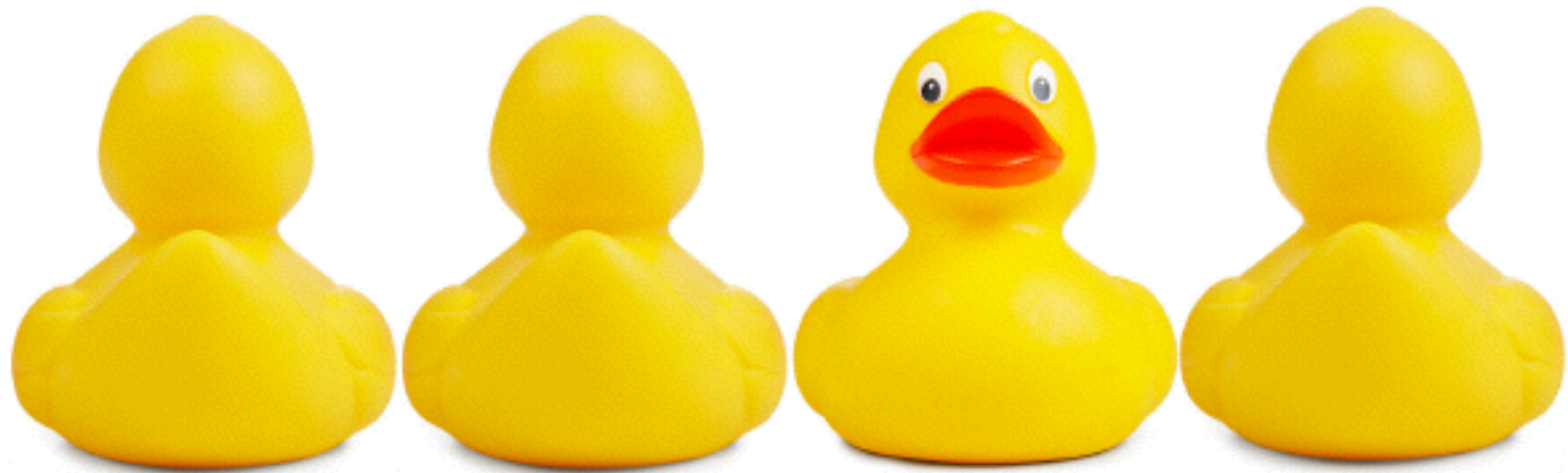
more likely to have a
strong differentiator.

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

The Making of Good Differentiators



What is a differentiator?



A differentiator is something that makes your firm *meaningfully better than* other firms for target clients.

Evaluate Differentiators

Differentiators must be:

- > True
- > Provable
- > Relevant



Examples of Weak Differentiators

- > We have great people
- > We have a proprietary process
- > We put the client first
- > We always strive for excellence
- > We have a passion for service
- > We are a trusted advisor



Examples of Strong Differentiators

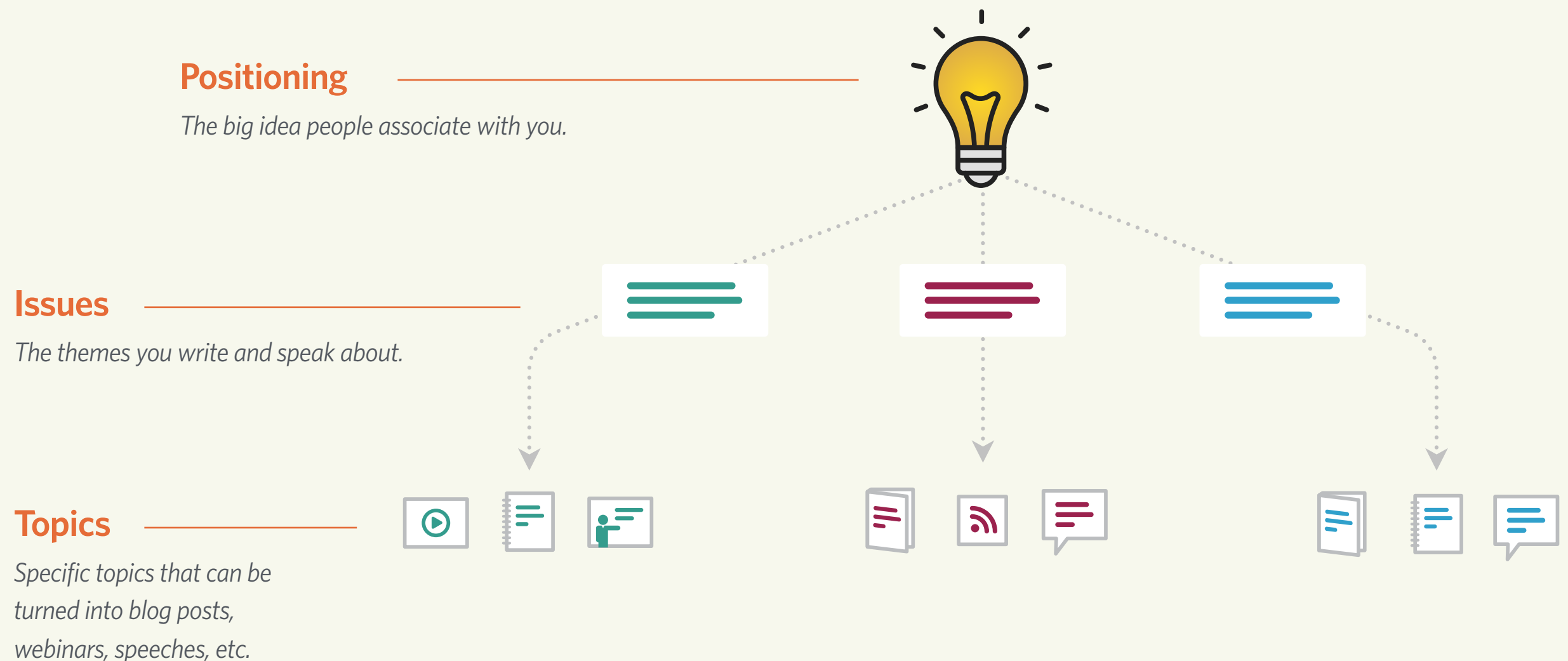
- > We work exclusively in litigation support
- > We specialize in the restaurant industry
- > We are a top 100 government contracting firm
- > We specialize in restructuring and turnarounds
- > We work exclusively with Fortune 50 firms



Position your firm in the marketplace



Turning Your Positioning into Connections with Targets



Phase 2: Build the brand



Tools to Communicate Your Brand



- ★ Website
- > Marketing materials
- > Firm overview video
- > Case studies
- ★ Expertise Marketing
- > Identity
- > Social media profiles
- > Email campaign
- ★ Social Media

Website



29.6%

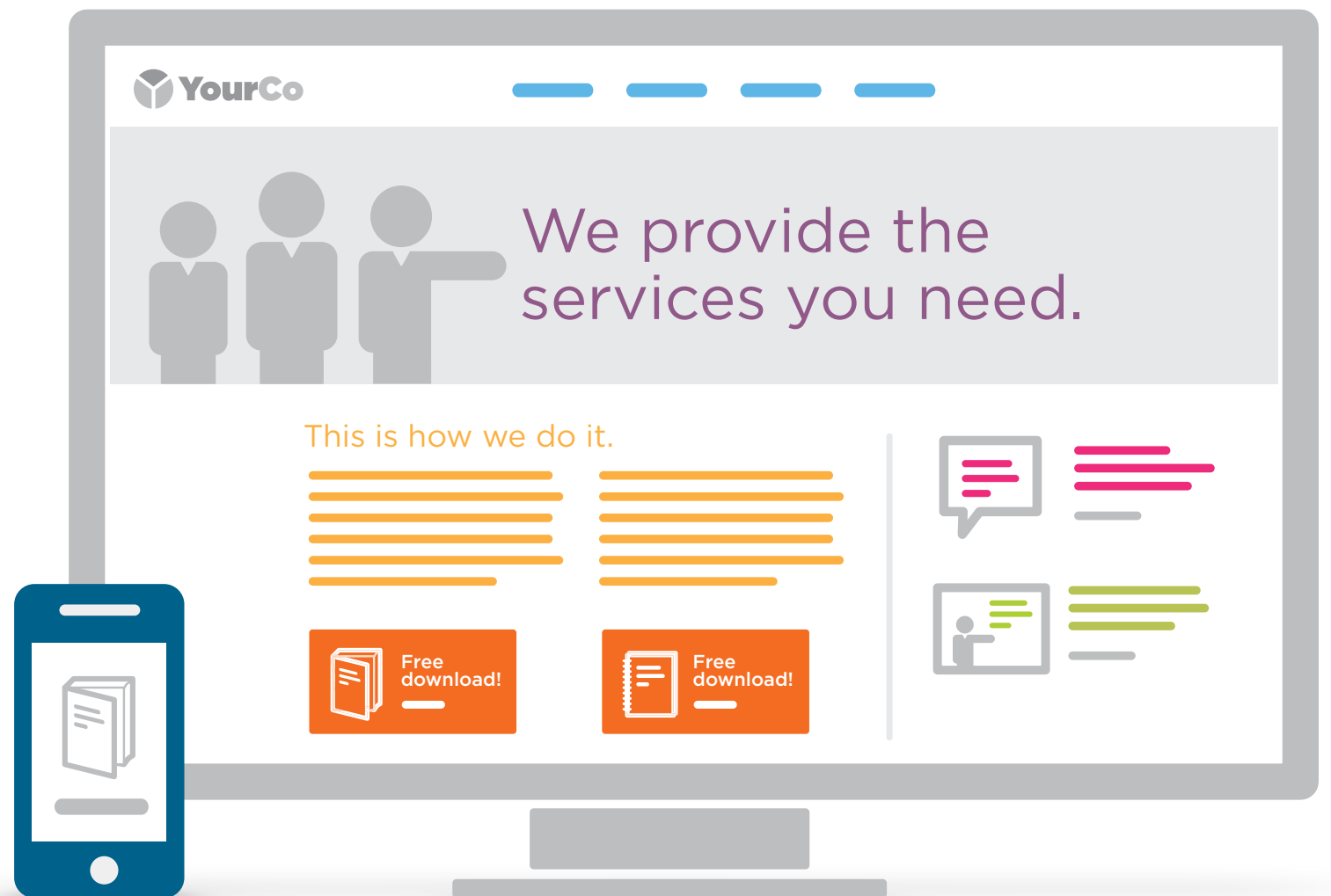
of professional services buyers have
ruled out a firm because of an
unimpressive website.



Source: *Referral Marketing for Professional Services Firms Research Report*

Your Website — Bringing Your Brand to Life

- A** Educational Content
- B** SEO
- C** Blog
- D** Links
- E** Offers
- F** Clear Messaging
- G** Mobile Friendly



43.6%

rule out a firm because
they couldn't understand how
the firm could help them.



Expertise



Winners vs. Runners-Up

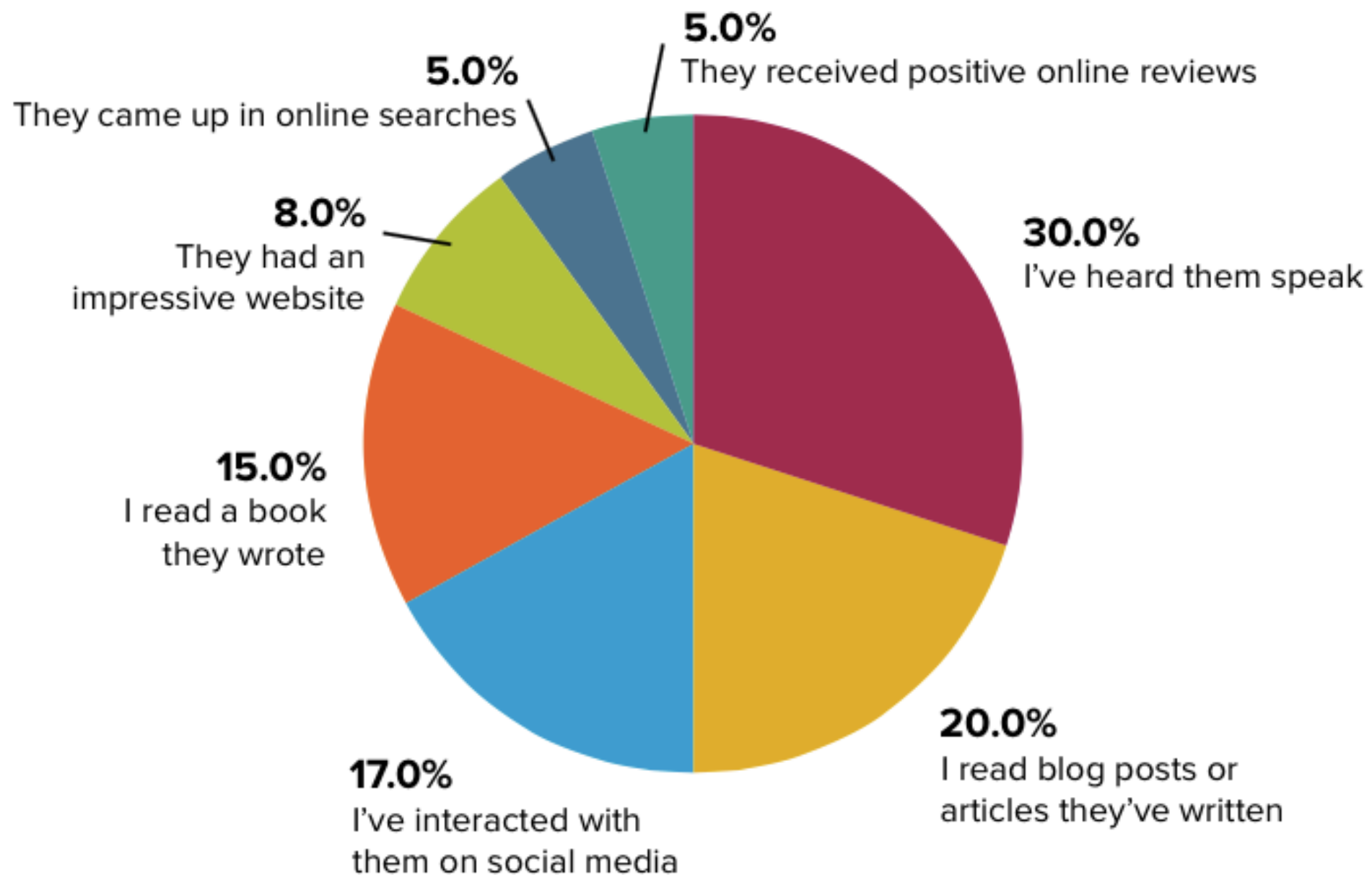


Winners



Runners-Up

How Do They Learn About Your Expertise?

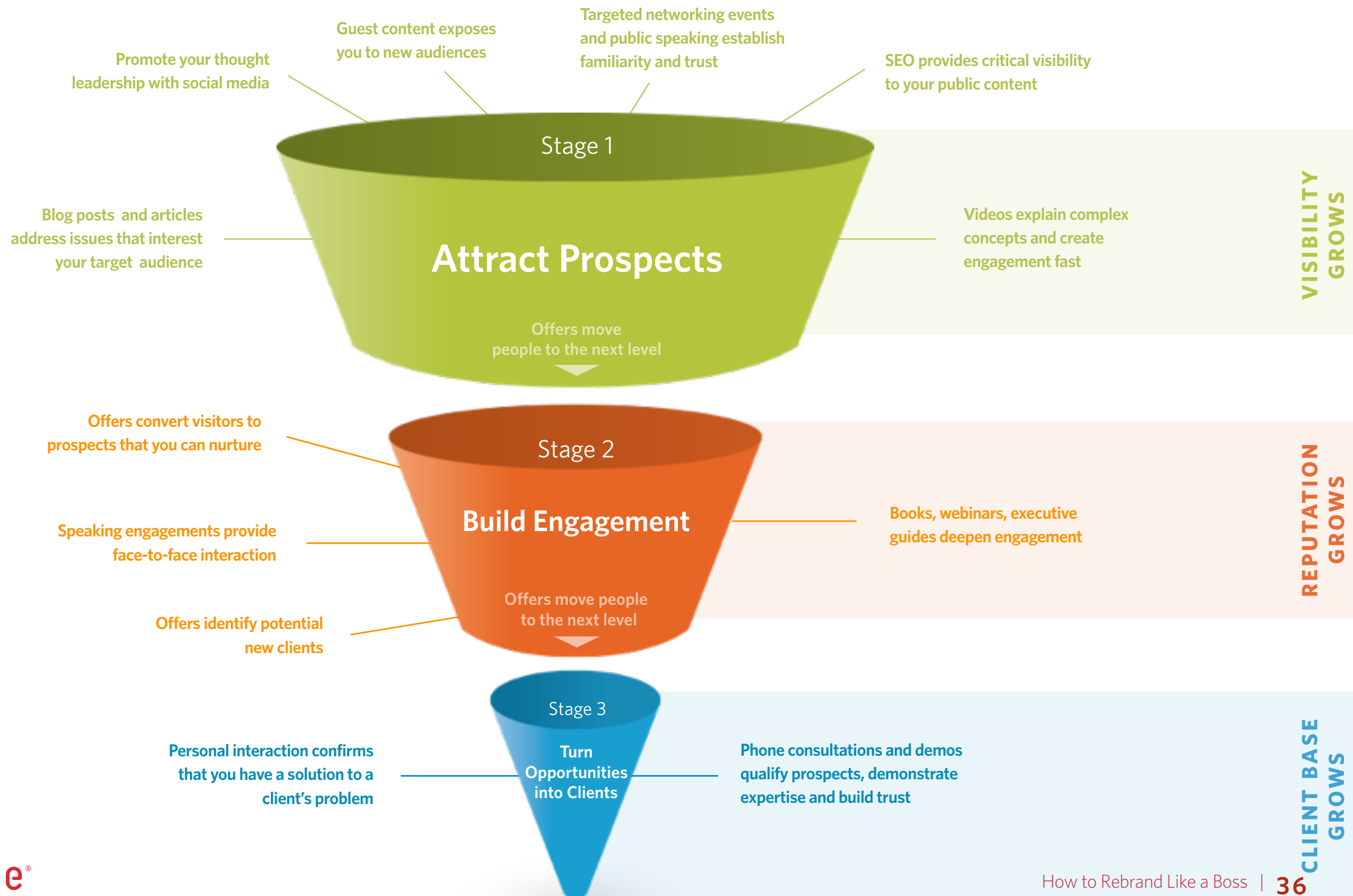


23.5%

rule out firms because
of *poor quality content*.



Map Content to the Client's Journey



Social Media



59.9%

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



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

17.0%

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



Source: Referral Marketing for Professional Services Firms

18.2%

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



Source: *Referral Marketing for Professional Services Firms*

Reasons WHY Social Media

- Promotes content.
- Serves as online networking.
- Contributes to SEO.
- Functions as research tool.
- Contributes to recruiting.





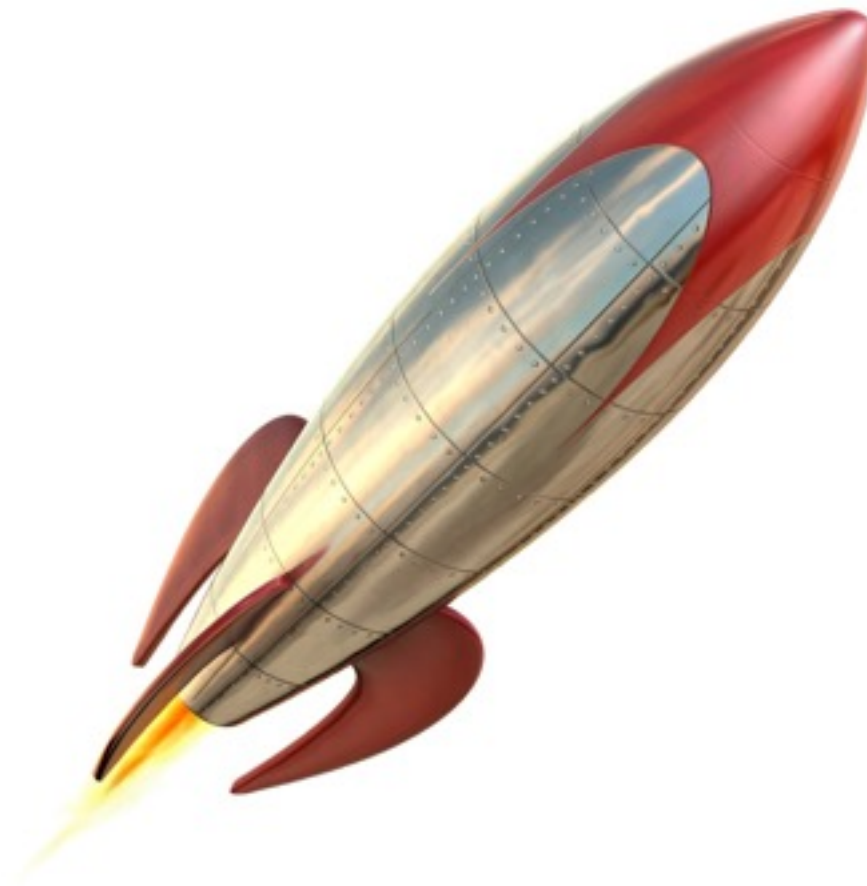
By 2020, LinkedIn will have an
expected 500 million users

Phase 3: Roll out the brand



Brand Rollout

- Internal launch: answer the WHY
- Public launch: answer the HOW



How to measure/optimize your efforts



Domains to Sample

- > Visibility
- > Expertise
- > Impact



Selecting a Metric

- > Continuously available
- > Low component of judgment (objective)
- > Accepted as relevant
- > Easy to monitor



Key Considerations

Frequency Weekly, monthly, quarterly

Display Graphic

Comparisons Month to month, quarter to quarter, year over year

Adjustments One variable at a time if possible

Testing Always consider A/B tests

Visibility Metrics

Website traffic

- > Direct
- > Organic search
- > Referral
- > Social media

Social media followers

- > By platform

Email list size (mailable names)

Expertise Metrics

Content

- > Premium content downloads
- > Blog Traffic

PR

- > Guest posts/articles
- > Earned media coverage

Online endorsements

- > Social shares
- > Inbound links (organic)

Speaking engagements

Impact Metrics

Inbound leads

- > Form fills
- > Phone/email

Opportunities (CRM)

Proposals

- > Number
- > Cumulative value \$

Wins

- > New client
- > Existing clients
- > Number
- > Cumulative value \$

Firm growth

Firm profitability

How to budget for a rebrand



How long will it take?



- The size of your organization (larger firms take longer)
- The number of decision makers (fewer is faster)
- The amount of research required
- The scope and number of marketing deliverables
- The scale of your internal launch
- Is a new name required? (naming can take a great deal of time)
- How responsive your team is (a common source of delays)
- How responsive the branding firm is (be careful in selection)
- Does everything have to receive legal's approval? (a problem for highly regulated firms)

How much will it cost?

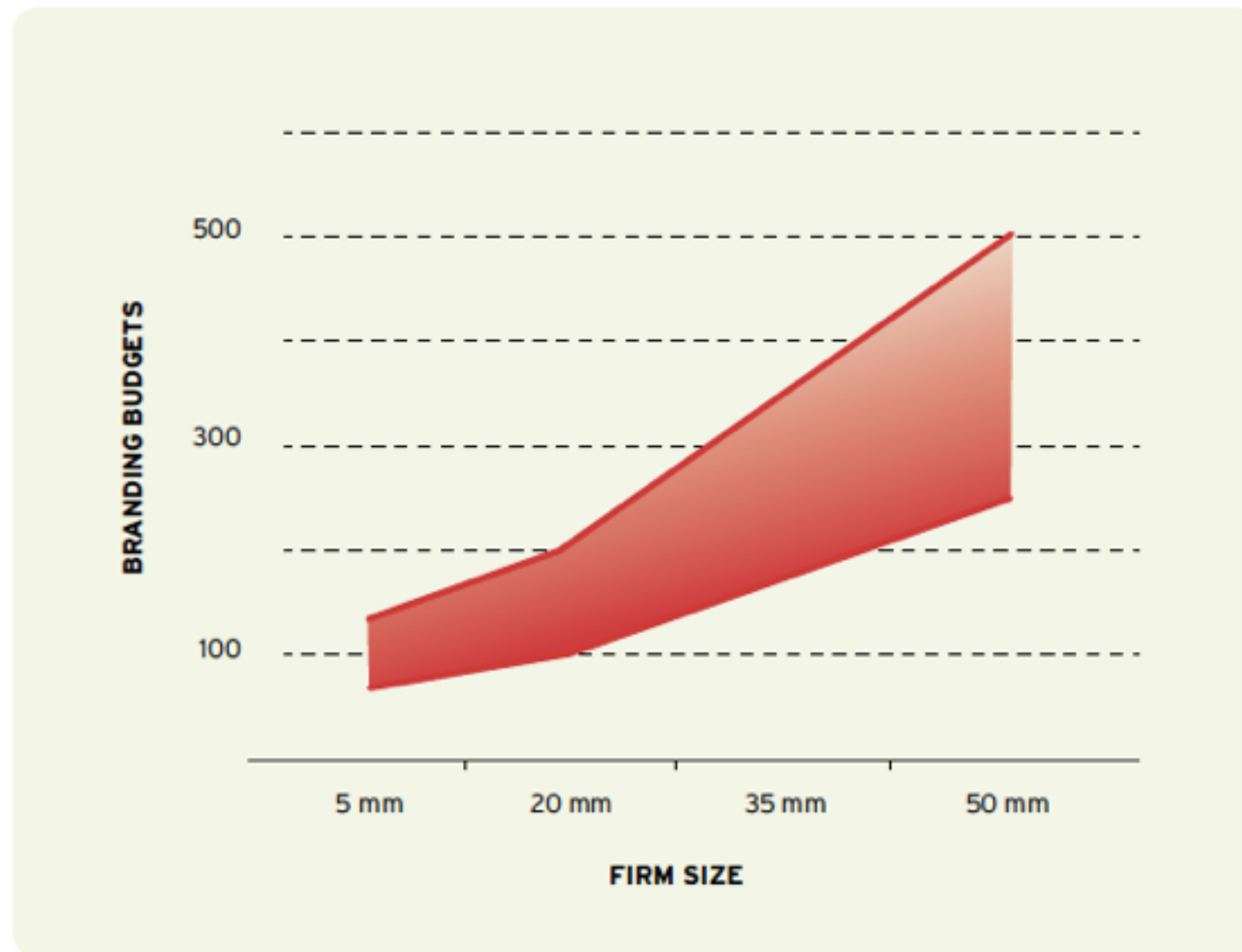


Figure 3. What firms of different sizes should expect to pay for rebranding.

Free Hinge Resources



Brand Building Guide for
Professional Service Firms



Rebranding Kit

Do it Yourself with Hinge University

Hinge University is a powerful, new training platform where busy professionals can learn—step by step—how to grow their business, from the leader in professional services marketing.

There are many different ways of learning with Hinge University. We recommend the Differentiation, Positioning & Messaging course to leverage what you've learned in this webinar.

In the Differentiation, Positioning & Messaging course, you'll learn:

- How to uncover your firm's true differentiators
- To craft a positioning statement
- How to develop messages that overcome key objections and persuade prospects to buy your services

Register at: www.hingeuniversity.com

How Hinge Can Help

Free Brand Review:

- > We'll review your key branding challenges
- > Brand tools including research, content, and social media
- > Opportunities to build your brand



Respond to follow-up

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703 391 8870

For webinar registrants only!

Thank you! Questions?

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