

Executive Summary

HIGH GROWTH STUDY 2024

High Growth Study 2024 | Executive Summary

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About the High Growth Study

For over a decade and a half, the Hinge Research Institute has been studying the best performing professional services firms. In 2016, we released the first annual High Growth Study. This year's study represents the 9th installment of our signature research report.

Acknowledgments

We would like to thank the following organizations. Without the support of their staff and members, this study would not have been possible.



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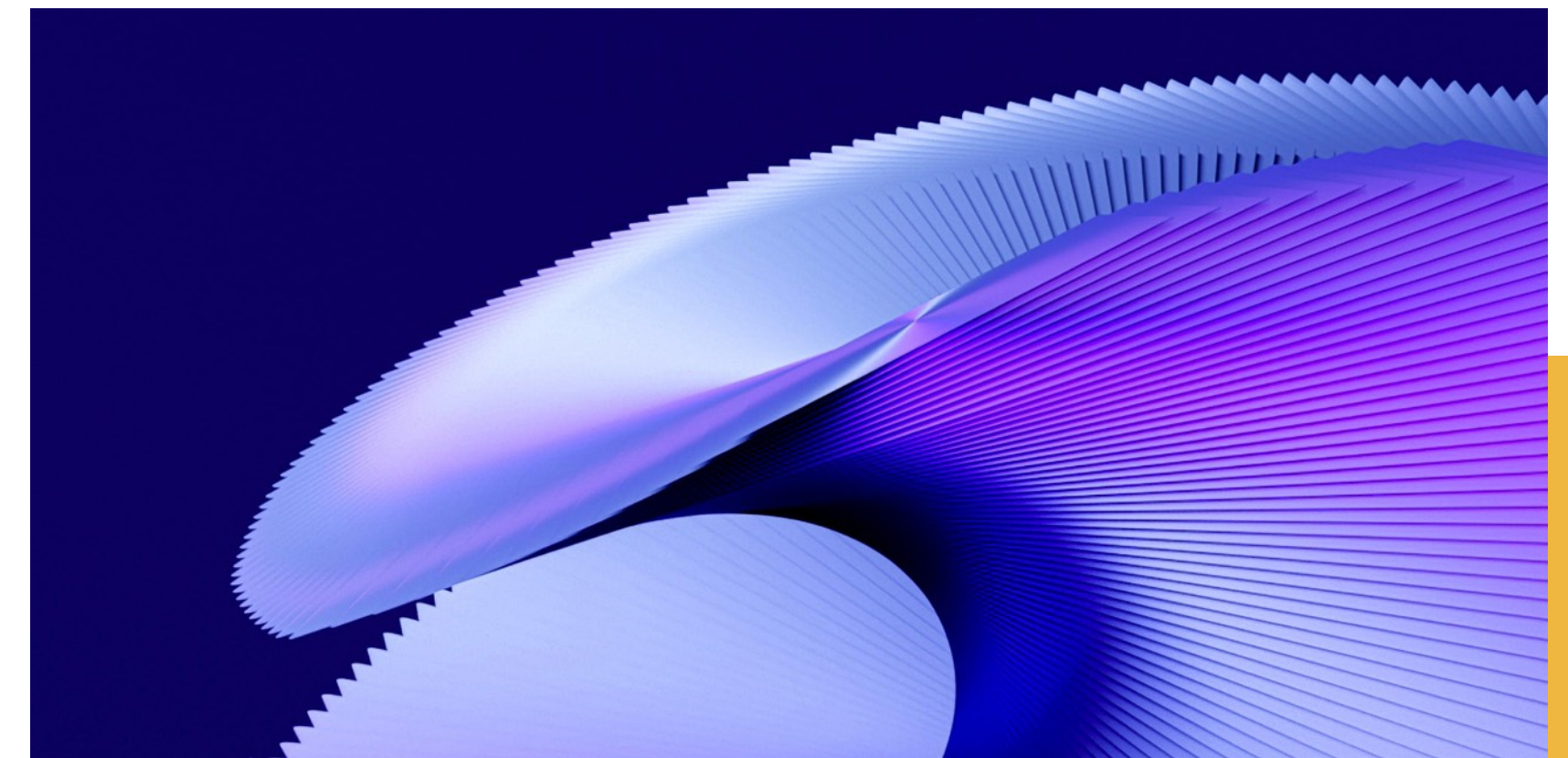
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Introduction

For the second year in a row, uncertainty clouds the professional services marketplace. Concerns about the economy, fallout from the war in the Ukraine, and political turmoil around the world settle like fog upon the business landscape. But there are signs of hope. Growth is accelerating—continuing a trend that began four years ago. And while spending on marketing has declined for many, it has remained steady for that special group of firms that have achieved consistent, accelerated growth. We’re talking, of course, about what we call **High Growth firms**.

Navigating Uncertainty

In unpredictable times, wouldn't it be great to have a guide through the fog? One that helps you see a little more clearly and points your business in the most advantageous direction? This study can be that guide. To provide this clarity, we examine the fastest growing firms for insights into their sustained success.



Introduction, Continued

The High Growth Advantage

We found that these firms had several advantages, which we cover one by one in the High Growth section of this report. We found, for instance, that they tend to conduct more research, more often, on their marketplace than their slower growing competitors. By gathering regular intelligence, they are better equipped to handle change and uncertainty. They are also more likely to collect data and use it to fine tune their operations. This gives them real-time input into what is working and what isn't. In addition, High Growth firms are more adept and hiring talent with greater skills. We explore some of the reasons why.

In last year's study, we looked at business development and marketing together. This year, we tease them apart to understand how High Growth firms approach each of these disciplines. We also noted a significant change in priority from past years—from top- and middle-funnel activities (traditional marketing territory) to bottom-of-the-funnel pursuits that close business faster.

How to Learn More

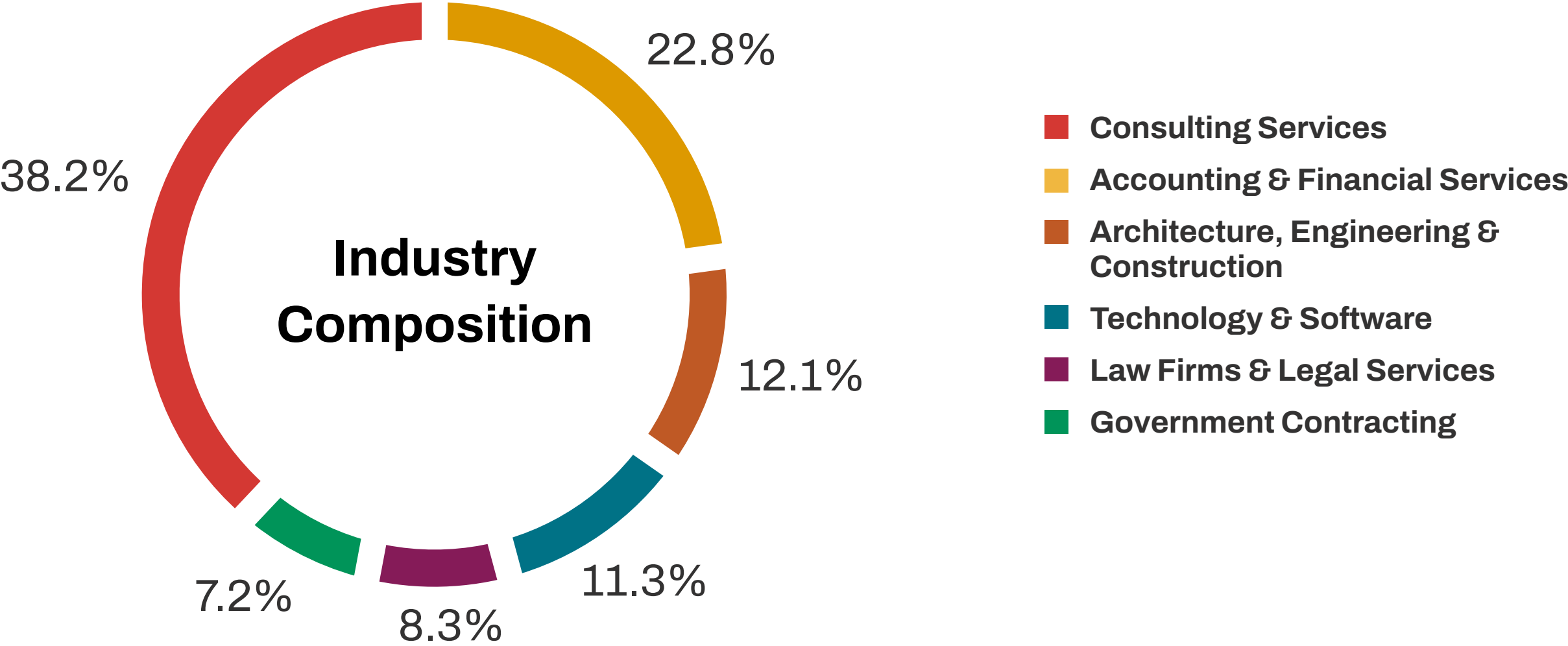
This executive summary provides an overview of the professional services marketplace. But each industry has its own story to reveal. If you want to learn what's happening in *your* industry—and what the fastest-growing leaders do differently—you can purchase an in-depth breakout report that covers your market. **To check out the report for your industry, [follow this link](#).**

About the Study

Every year, the Hinge Research Institute conducts a study of professional services firms to identify emerging trends and determine what the fastest growing, most profitable firms do differently. This year's study taps into a robust sample.

824 firms across six industry groups participated in the study. Figure 1 shows the distribution of these industries in the sample. Full research reports are available for [each of the industries](#).

FIGURE 1.



About the Study

The sample contained firms of all sizes (see Figure 2). Firms in the sample conduct business in every region of the globe (see Figure 3).

FIGURE 2.

Firm Size Based on 2023 Revenue

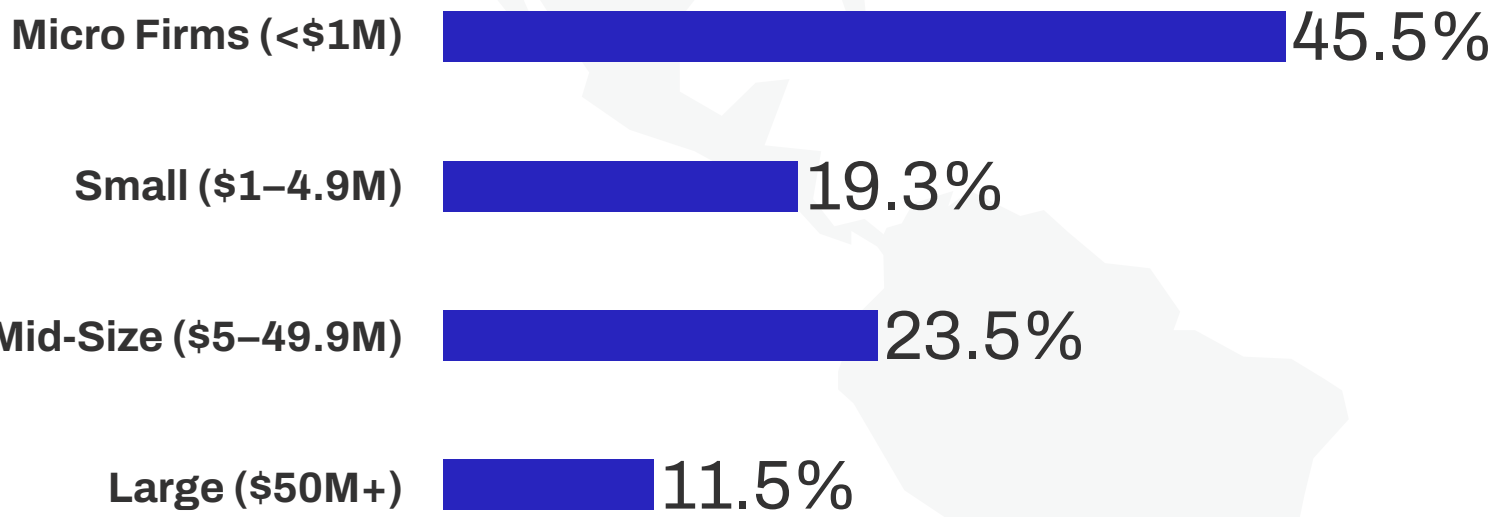
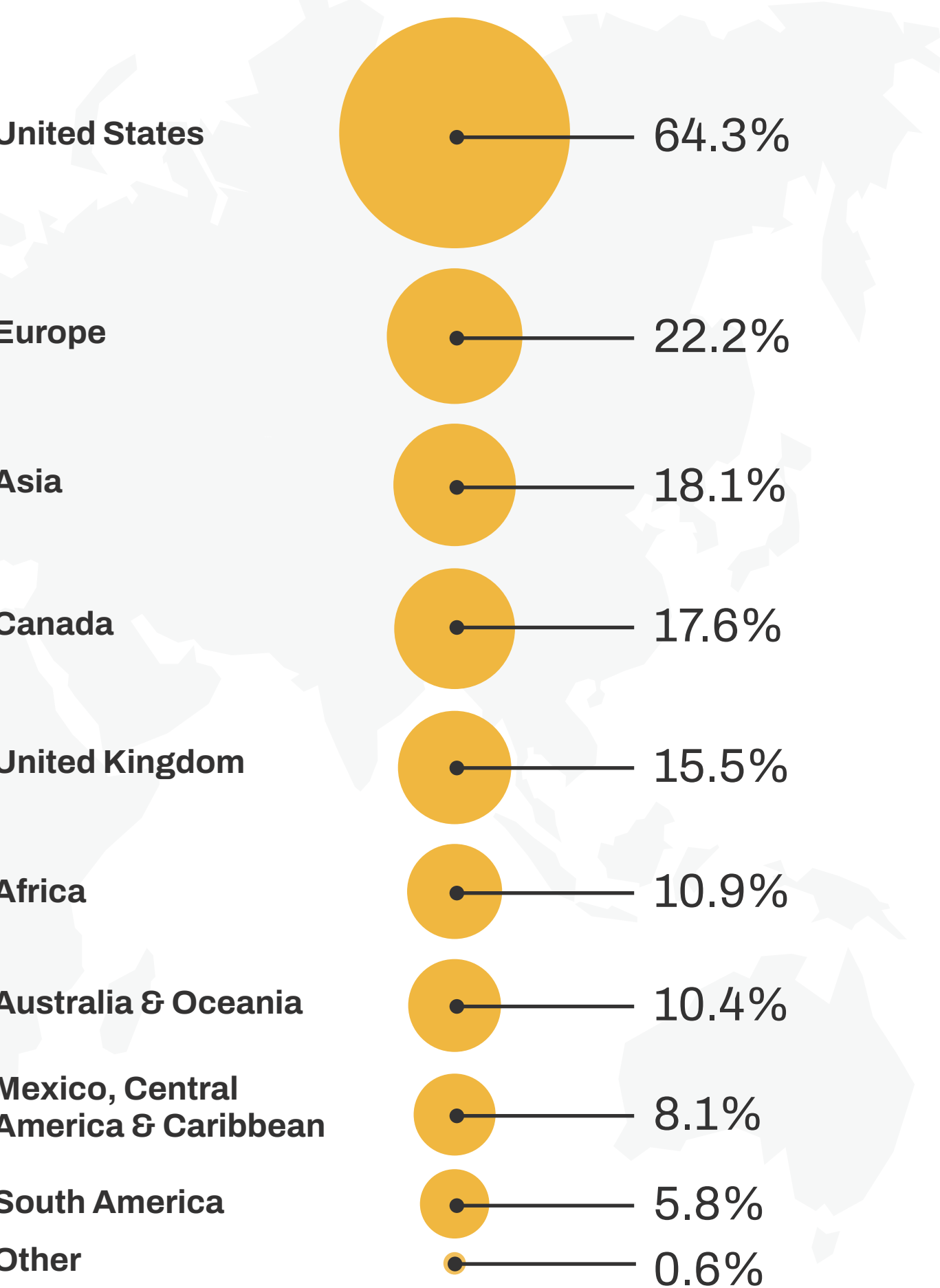


FIGURE 3.

Regions in Which Firms Do Business



Purchase the study specific to your industry.

This executive summary includes data from all professional services industries. **To get detailed information about high growth firms in *your* industry, be sure to purchase the relevant breakout study.** Get critical insights into your marketplace—and practical, actionable advice you can start using today.

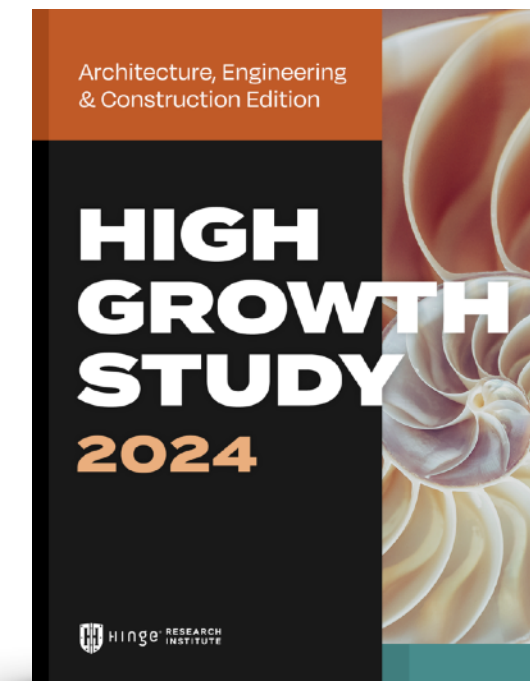
Here are just some of the things you will get:

- › Dozens of illuminating industry-specific charts and tables
- › Insights into how your industry is changing
- › How to interpret the data—and how to use it to grow your firm
- › How marketing trends have changed over time
- › And much, much more!

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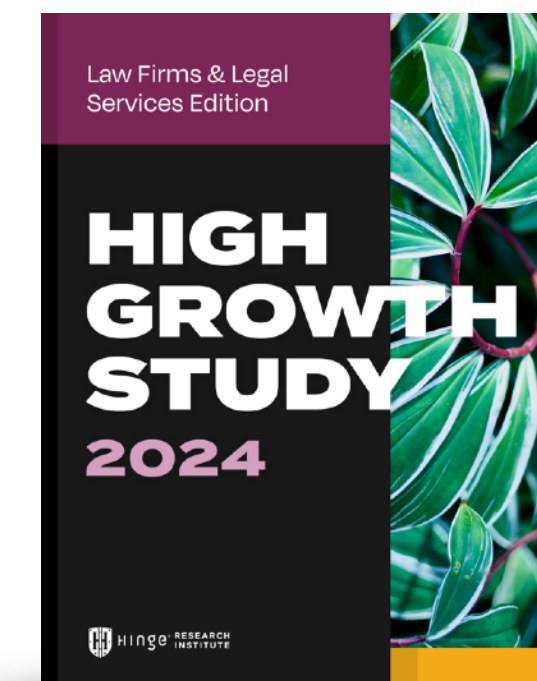
**Accounting &
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Services**



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Contracting**



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Legal Services**



**Technology &
Software**

2024

Major Trend Analysis

Year-Over-Year Trends

Firms Continue to Accelerate Growth

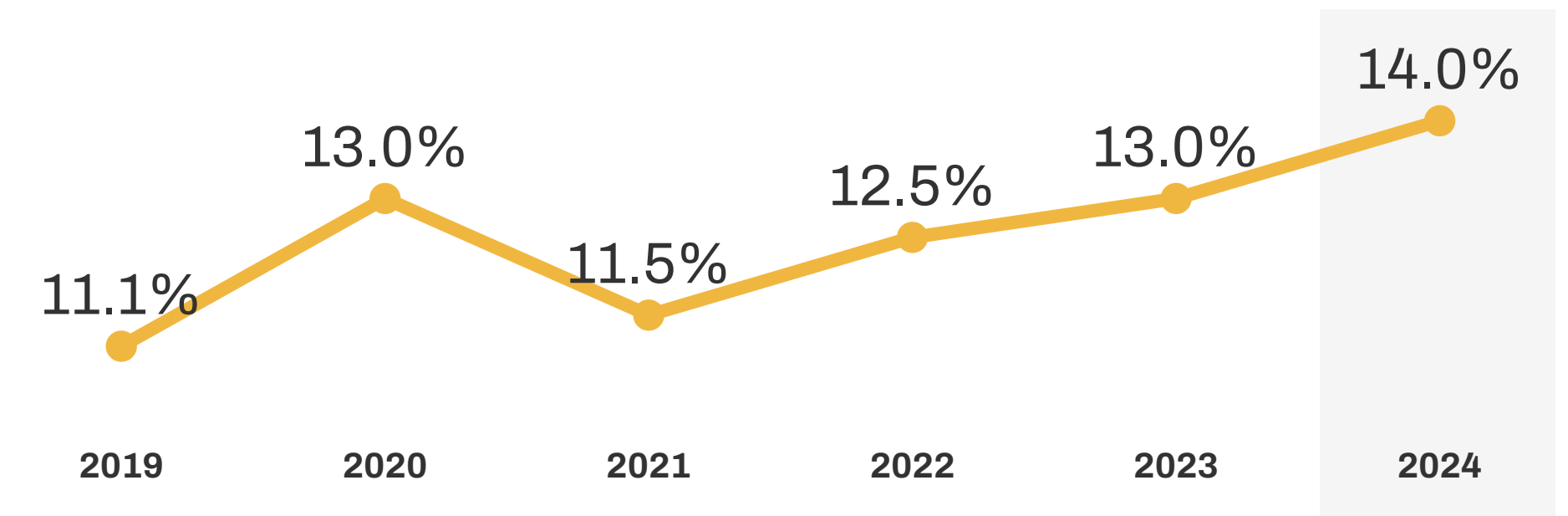
Figure 4 shows the median growth rate for all firms over the past six years. **This measure reached a new high (14%)** since this study was first launched in 2015, a remarkable achievement only rivaled in the 2020 data (13%). This trend is more remarkable that is has occurred during a period of tremendous marketplace uncertainty.

Spending on Marketing Takes Another Steep Dive

The percent of revenue dedicated to marketing across all growth categories (excluding staff compensation) is shown in Figure 5. Before the COVID-19 pandemic, marketing spend averaged around 8%, so **this decline to 7% could reflect a reversion to the mean**. It follows a steep 5 percentage point drop the previous year, from 15% to 10%. Another explanation might be that firms, worried about the uncertain marketplace, are being cautious with their spending. We'll see a different story however when we look at the marketing spend trend for High Growth firms.

FIGURE 4.

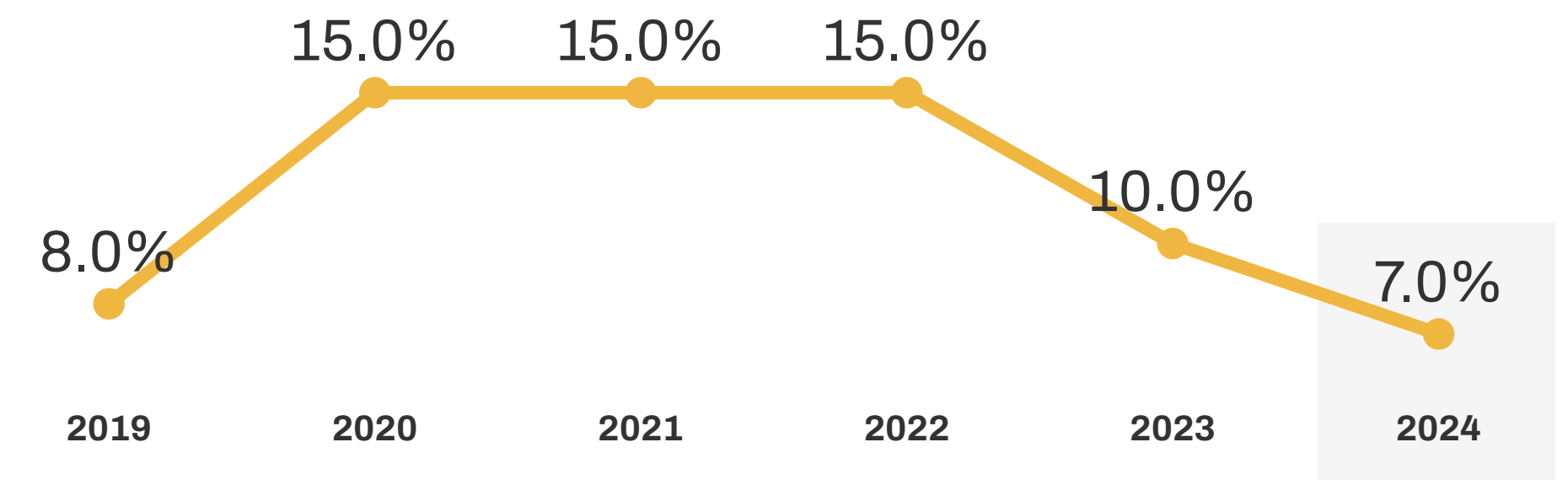
Average Median Growth Rate Over the Years*



*Dates refer to the year the data was published, not when it was collected. Each year's data was captured in the prior year. For instance, data labeled 2023 reflects the marketplace in 2022.

FIGURE 5.

Percent of Revenue Dedicated to Marketing (Excluding Compensation)**



**These marketing budget percentages are respondent estimates and tend to be higher than actual spend, perhaps because respondents tend to factor in effort or time commitment rather than dollar allocation alone. Also, budgets vary by size of firm and target audience. The budget percentages are best used to understand patterns and trends, rather than express a precise amount spent.

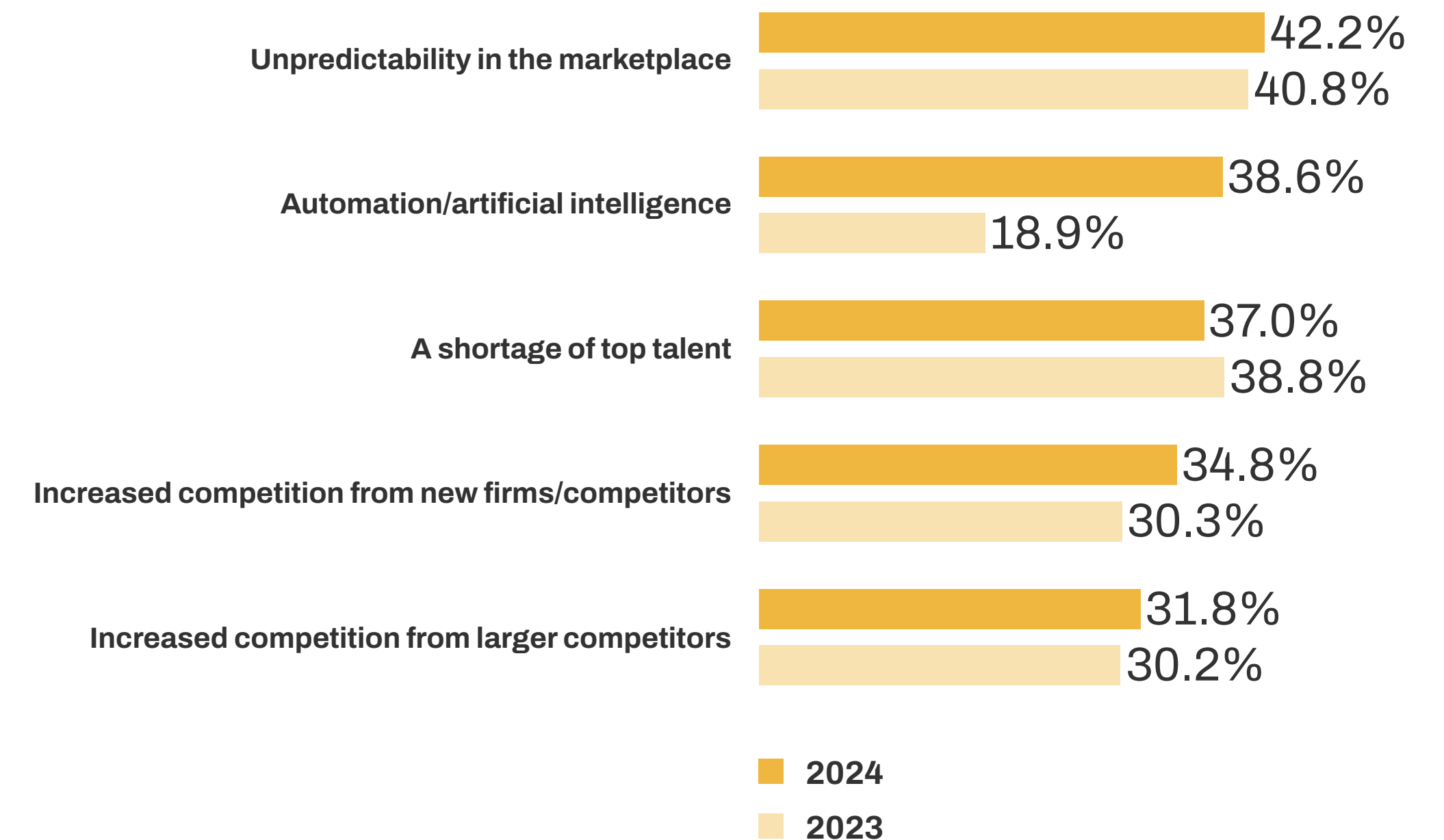
Year-Over-Year Trends

Uncertainty Continues to Rule the Marketplace

For the second year in a row, **marketplace uncertainty is professional services firms' top challenge, cited by more than 42% of respondents**—and a nearly two percentage point year-over-year increase. The past year saw the introduction of OpenAI's ChatGPT and rival generative AI services, so it comes as little surprise that automation/artificial intelligence commanded the second spot. In third place, the war for talent—a perennial top-three challenge—makes its appearance. Competition worries round out the list, with concerns about both emerging competitors and industry titans.

FIGURE 6.

Top Challenges of Professional Services Firms



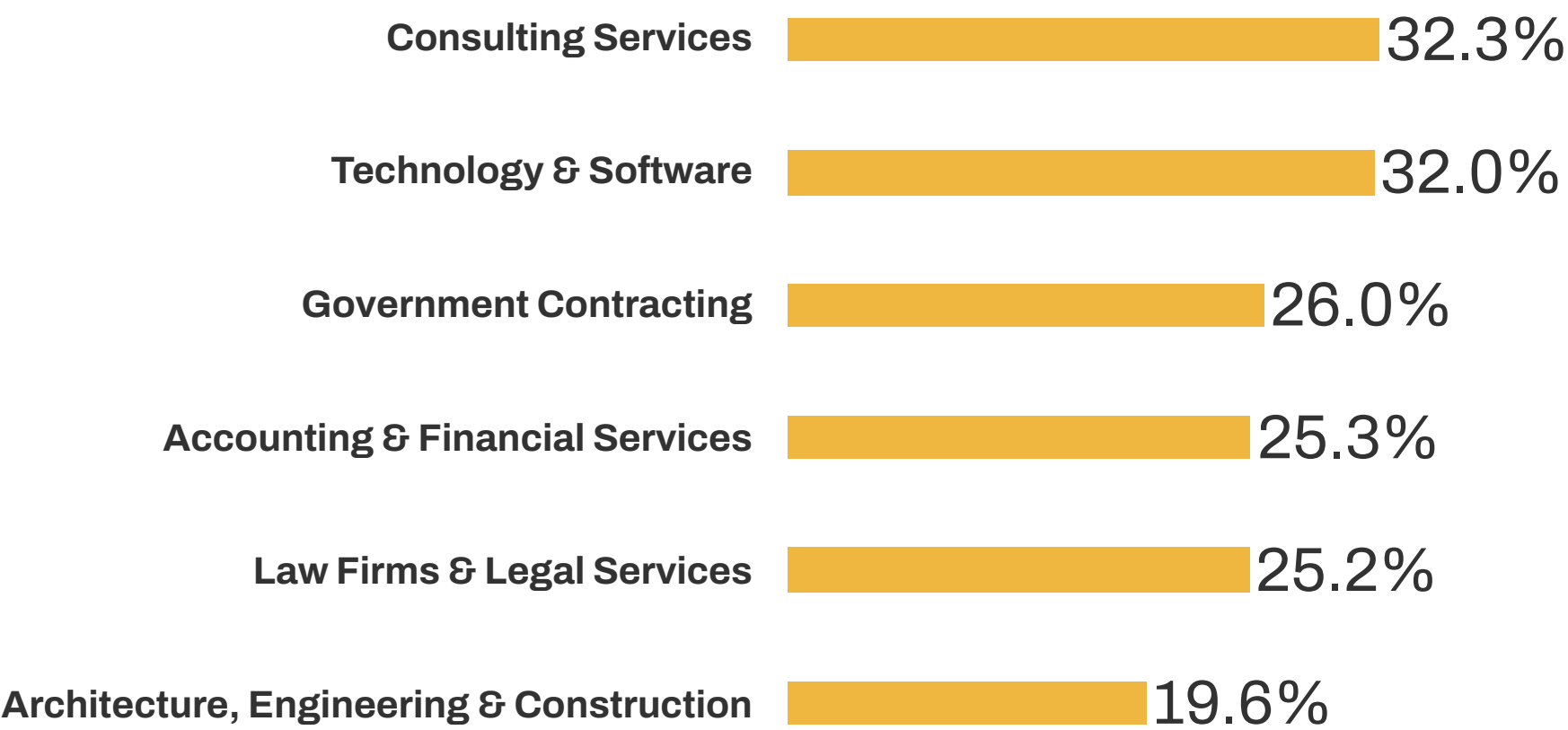
Year-Over-Year Trends

The Consulting and Technology Industries Generate the Most Leads from Digital Sources

Over the past decade, digital marketing has become an increasingly important component of the professional services lead generation toolkit. This year, the **consulting and software/technology industries lead the pack in this area—generating about a third of their leads from digital sources**. Architecture, engineering & construction (AEC) produced the fewest digital leads.

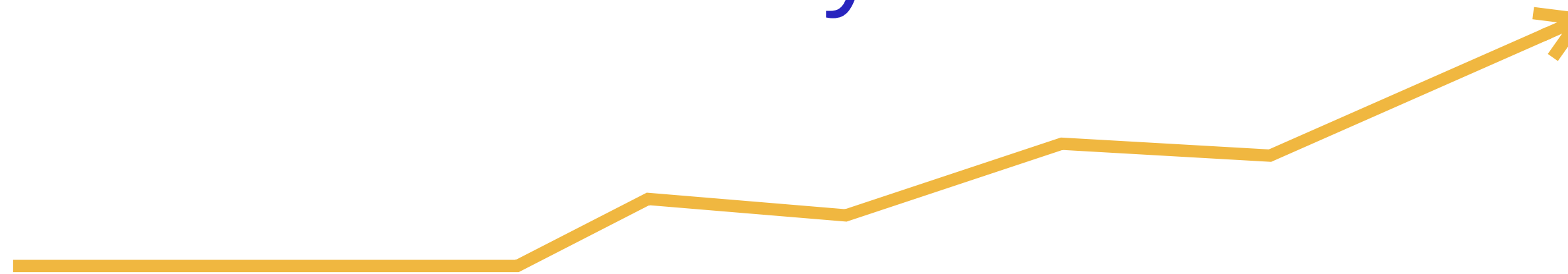
FIGURE 7.

Percent of Digital Leads by Industry



2024

High Growth Firm Analysis



We call this ongoing series of reports the High Growth Study for a reason. By examining the best performing firms and comparing them to their slower-growing peers, we can learn what the top performers do differently and what gives them an advantage. Firms that have not achieved sustained levels of success can look to this fast-growing, high-profitability cohort for insights and practical ideas they can implement in their own organizations.

What exactly is a High Growth firm? **We define High Growth firms as those with a minimum of 20% compound annual growth rate over a three-year evaluation period.** When we compare these firms to those that experienced

little or no growth over the same time frame, we are able to identify strategies and practices that are associated with faster growth and higher profitability.

About the Growth Categories

In the study, we grouped the participating firms into three categories: High Growth (see definition above), No Growth (those that experienced zero or negative growth), and Average Growth (the rest of the sample). Occasionally, you will encounter a group called Low Growth. This group includes both Average Growth and No Growth firms.

Meet the High Growth Firms

High Growth Firms Grow Over 4X Faster and Are Nearly 2X More Profitable

In general, the market has improved since our last report. This year, the **High Growth firms in our sample grew at an average rate of 41%**—a significant jump over the previous year. Average Growth firms, however, held steady, growing again at 10% per year. No Growth firms' revenues declined 7%, a two-percentage-point improvement over the previous year.

Once again, High Growth firms are also more profitable than their slower-growing brethren. This year, **these firms enjoyed an average profit of 25%**—similar to the previous year's number. Average Growth firms, however, improved their profit profiles. Even the cohort with negative growth (No Growth firms) achieved a healthy average profitability of almost 15%.

What makes High Growth firms so successful? How are they able to generate exceptional growth and profitability in a crowded and unpredictable marketplace?

We identified key advantages in five areas:

- > Business Development →
- > Marketing →
- > Strategy →
- > Talent →
- > Technology →

FIGURE 8.

Average Annual Growth by Growth Category

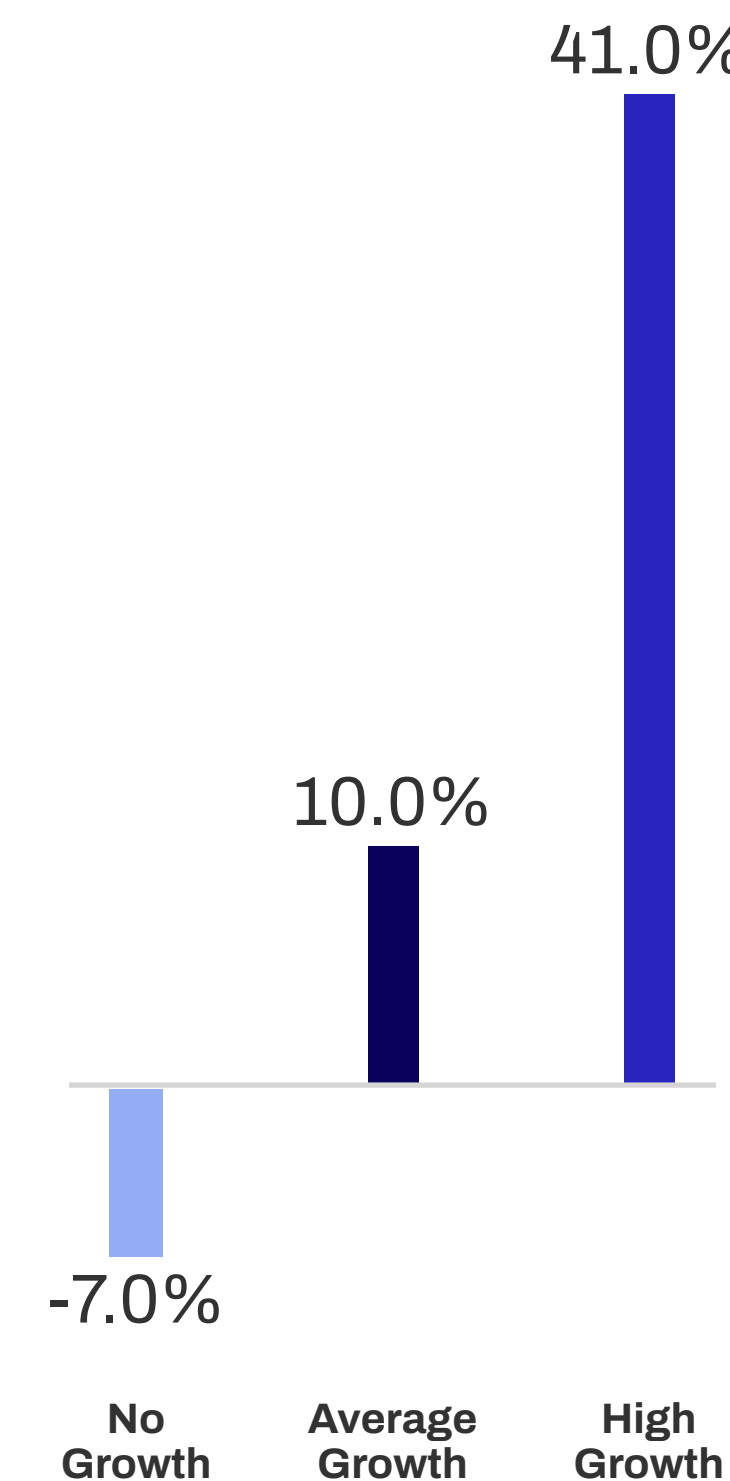
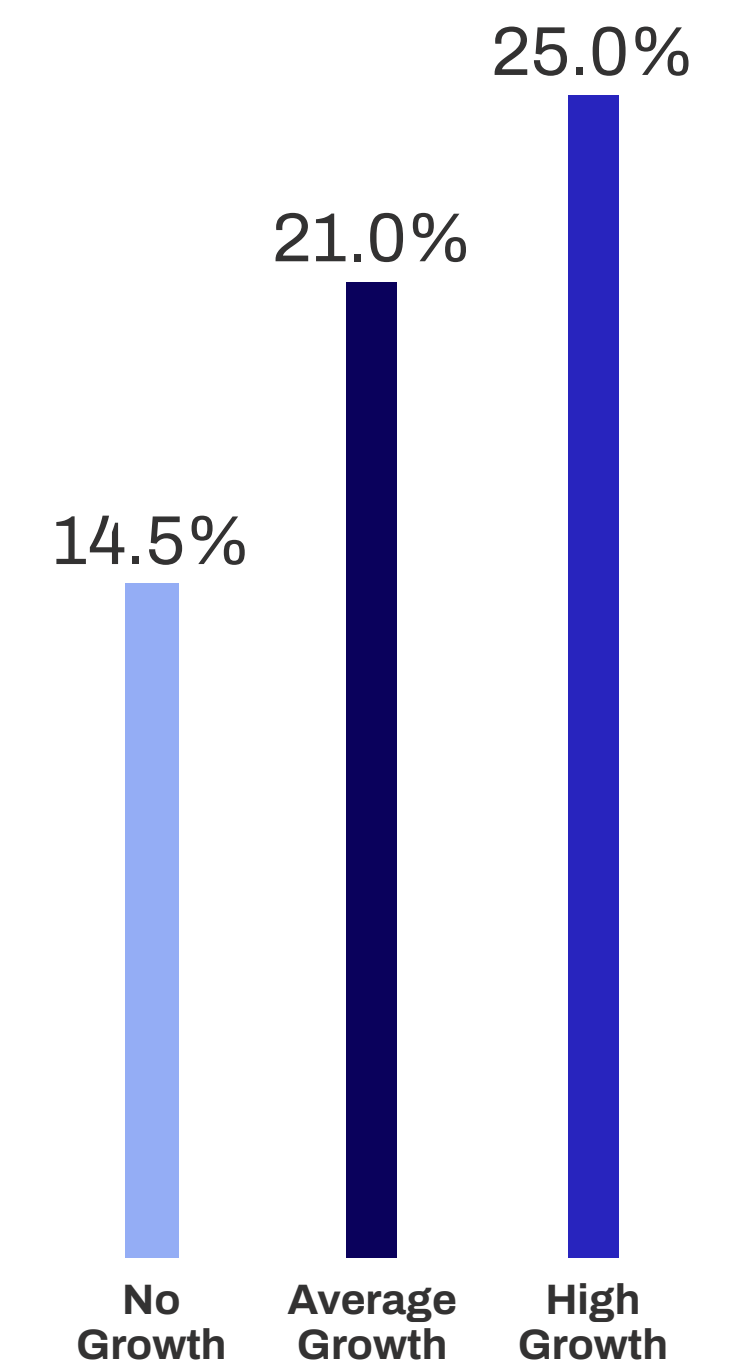


FIGURE 9.

Profitability Based on Growth Category



Key Advantage:

Business Development

High Growth firms are prioritizing bottom-of-the-funnel activities

High Growth Firms Prioritize Activities that Close New Business

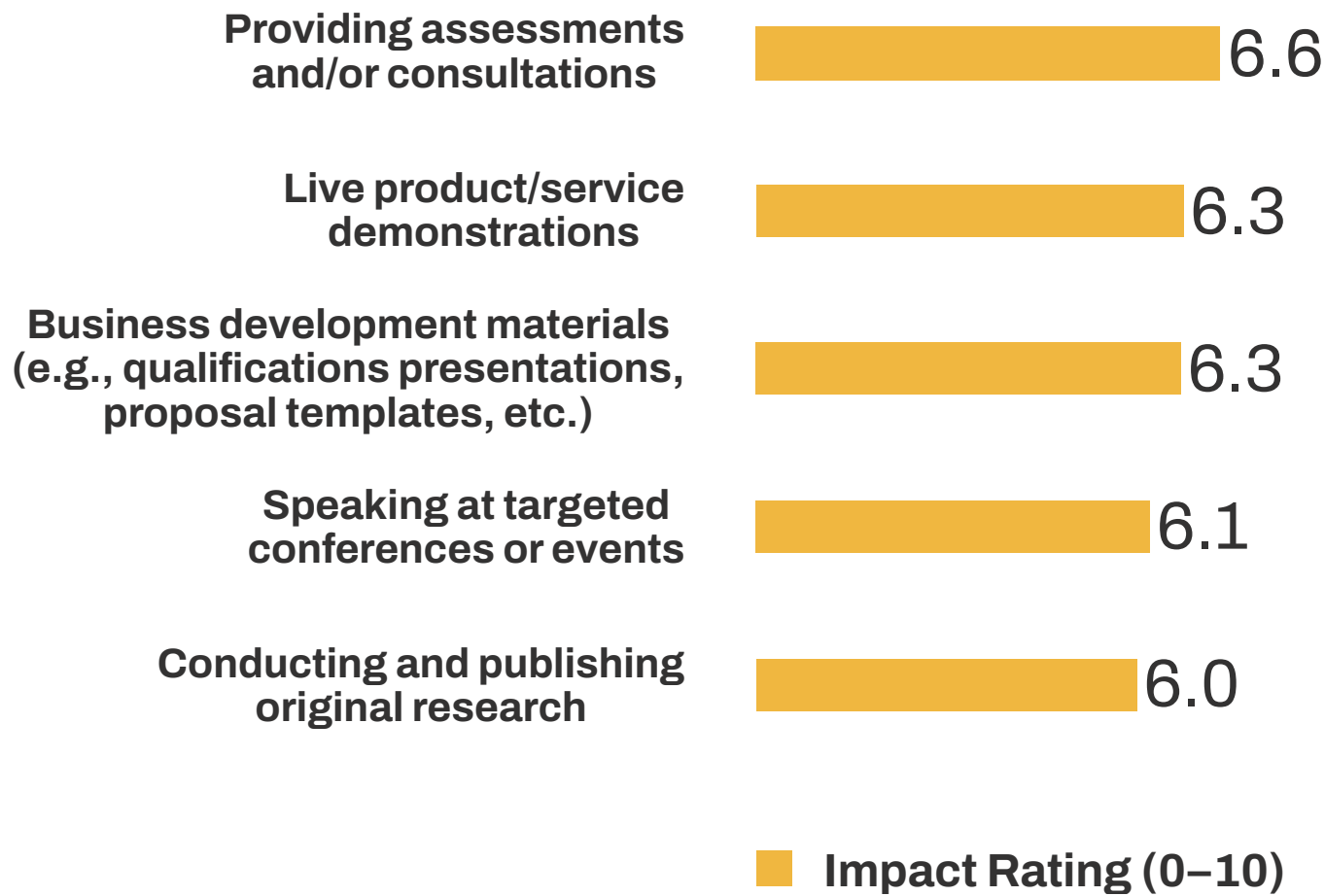
Each year we ask respondents to identify which marketing techniques delivered the greatest impact. This year we noticed something interesting—the **top three techniques identified by High Growth firms were clear bottom-of-the-funnel activities: 1) assessments and consultations; 2) live demos; and 3) business development materials**, such as qualifications presentations, pitch materials, and proposals. This finding is in stark contrast to recent previous editions of this report, in which digital marketing techniques dominated the list (though providing assessments and consultations has made frequent appearances at or near the top). Does this represent a shift in priorities?

We believe it does. Over the past three years, High Growth firms have invested more than their slower growing competitors in digital marketing techniques and digital infrastructure such as CRM, AI, and marketing automation. They also had a higher level of digital maturity, and were more likely to use technology across a wide range of functions. We think this early investment is paying off, allowing these firms to close more business more easily—and grow faster than before.

One more technique deserves attention: **High Growth firms are prioritizing the production of proprietary research**, which rounds out the top five. In an ever-crowded, always-noisy marketplace full of poorly written, often irrelevant content and faux experts, there is nothing like original research to help firms rise above the fray, establish credibility, and demonstrate true thought leadership.

FIGURE 10.

Most Impactful Marketing and Business Development Techniques



Key Advantage:

Business Development

Mid-Size and Large High Growth Firms Have Proportionally Larger Business Development Teams

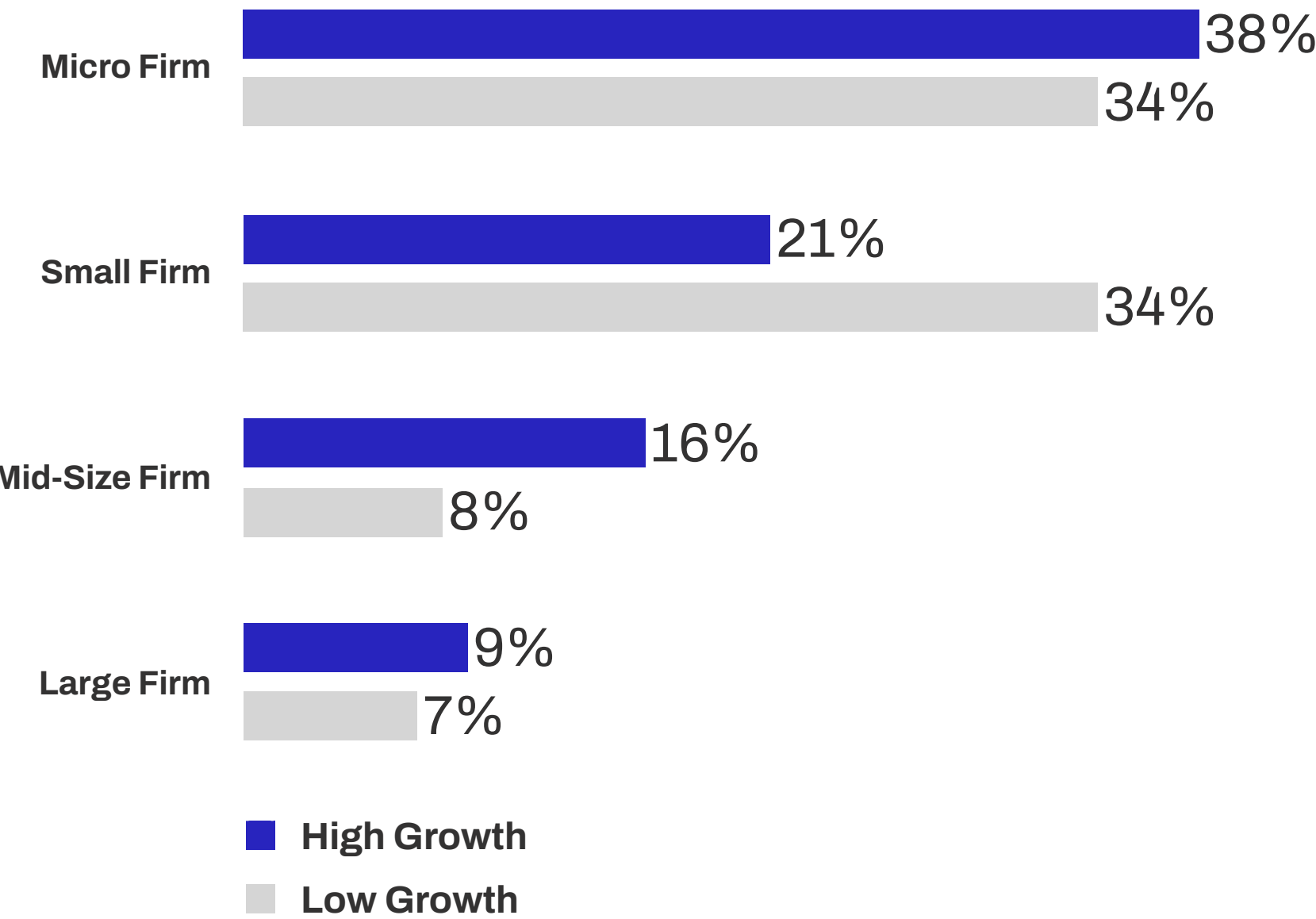
If High Growth firms are investing in activities that close the sale (see previous page), do they also employ more business development personnel to support those tactics?

Figure 11 suggests that the answer is yes. **In every size category except small firms, they have a higher proportion of business development staff to FTEs than their Low Growth peers.** This situation is most evident in the mid-size group, where the high performers carry twice the number of business development team members.

In micro firms—firms that generate less than \$1 million in revenue per annum—the ratios are relatively similar. Because these firms are so small, they can only afford one or two business development team members. In small firms, however, the Low Growth cohort employ 61% more business development staff. Why? While the data offers no definitive answers, it could be because they lack the marketing efficiencies of their fast growing brethren. At their size (\$1 to \$5 million), they may lack the resources that larger companies have to invest in technology and training. In addition, many firms of this size operate under the traditional and sometimes inefficient seller-doer business model, where rainmakers must also roll up their sleeves and provide the services sold.

FIGURE 11.

Proportion of Business Development Staff to FTEs



Key Advantage:

Marketing

Creating content is High Growth firms' highest marketing priority

Content and Differentiation Are Top Priorities for High Growth Firms

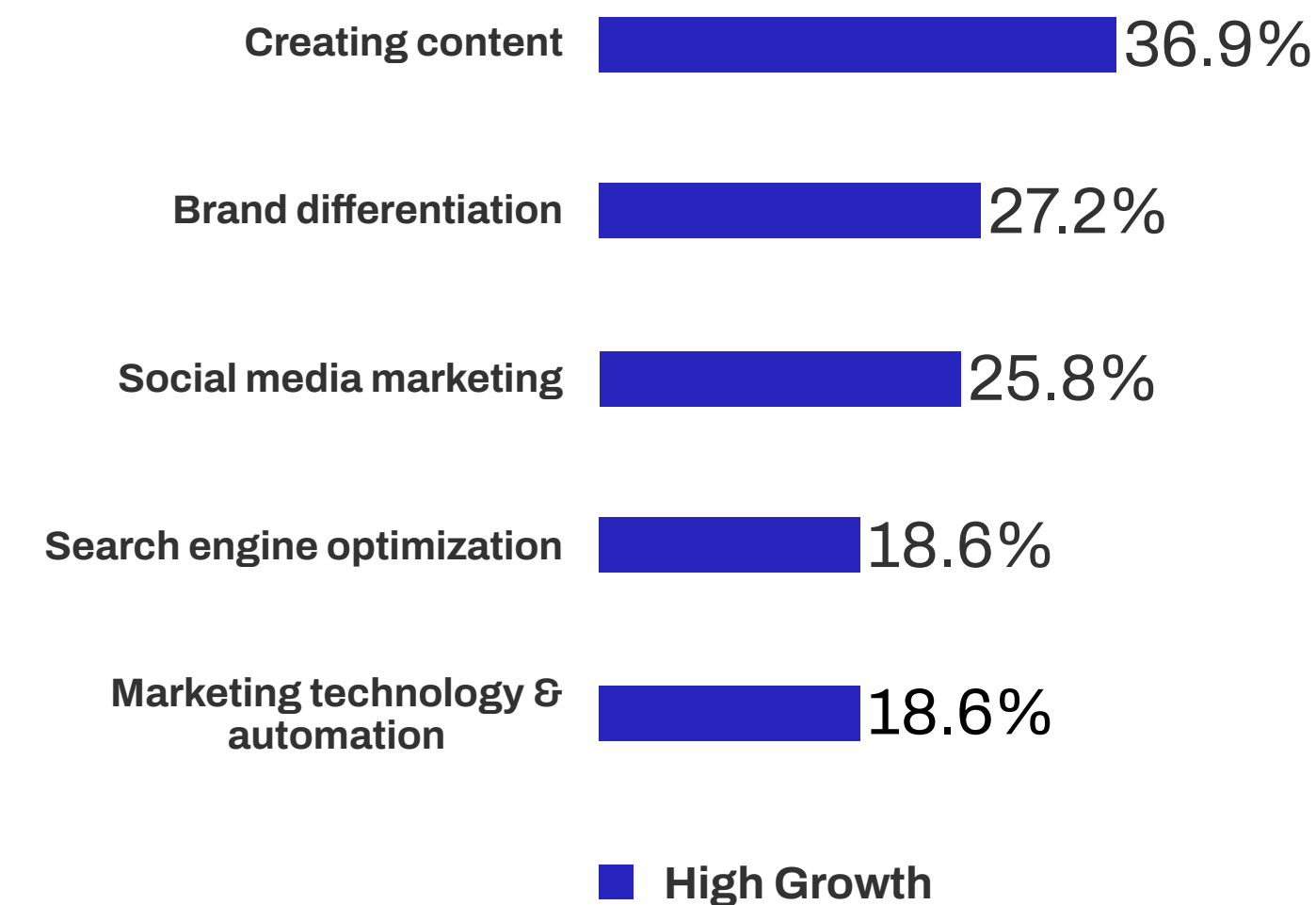
What marketing techniques do the top-performing firms plan to invest in most this year? **Creating content leads the way, cited by almost 37% of the High Growth respondents.** In today's internet-search-fueled marketplace, free online educational content continues to be one of the most important ways people find service providers best suited to solve their problems. So it comes as no surprise that the High Growth contingent places so much value on developing content. **Differentiation comes in second.** We've known for years that differentiated firms enjoy a competitive advantage, and many of the best performing organizations take their differentiators and market positioning seriously. **Social media marketing, in third place,** provides a powerful channel to reach new and existing contacts.

These are the same three top priorities reported by High Growth firms in last year's study. And notably, these are the same criteria that buyers prioritize when evaluating service providers and making their final selection. High Growth firms are modeling the power of marketing and business development mirroring audience behavior. Profitable growth is the result.

Rounding out the top five are search engine optimization (SEO) and marketing technology & automation. SEO goes hand in hand with content development, providing an easy way for interested people to find the information-rich blog posts, videos, podcasts, and other content they are looking for. Marketing technologies make nurturing new contacts and leads smart, efficient, and powerful. Clearly, High Growth firms are continuing to invest in their digital infrastructure.

FIGURE 12.

Top Marketing Priorities for 2024



Key Advantage:

Marketing

High Growth Firms Spend More on Marketing and Usually Have Larger Marketing Teams

High Growth firms invest more in marketing than their Low Growth counterparts. This is further supported by the number of marketing team members they employ. In three of the four size categories, they hire more marketing staff—anywhere from a quarter to twice as many. The only exception is the small firm group, where the High Growth cohort employ a third fewer marketing staff.

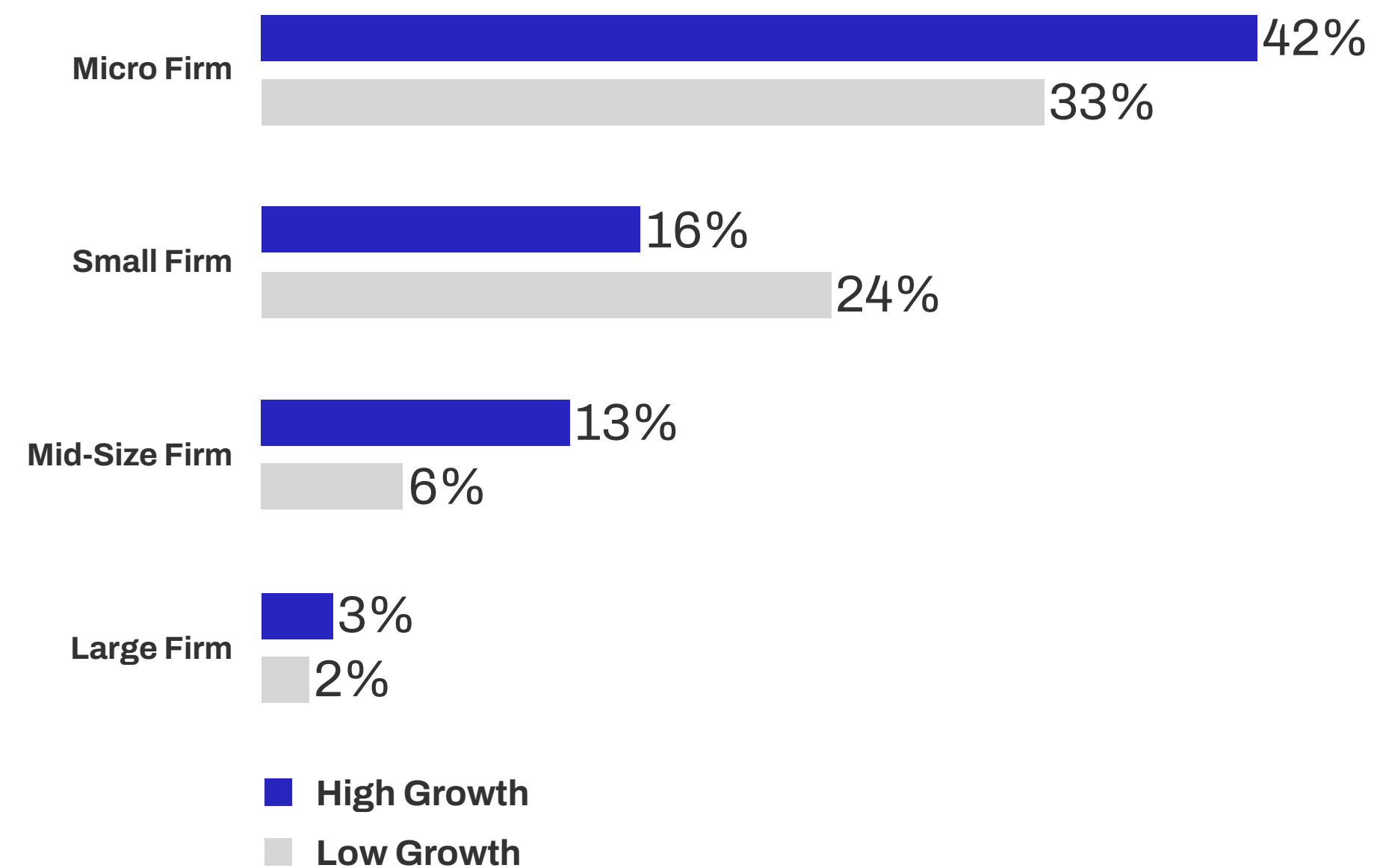
FIGURE 13.

Marketing Budget as Percentage of Revenue



FIGURE 14.

Proportion of Marketing Staff to FTEs



Key Advantage:

Strategy

What do High Growth firms worry about most? An unpredictable marketplace.

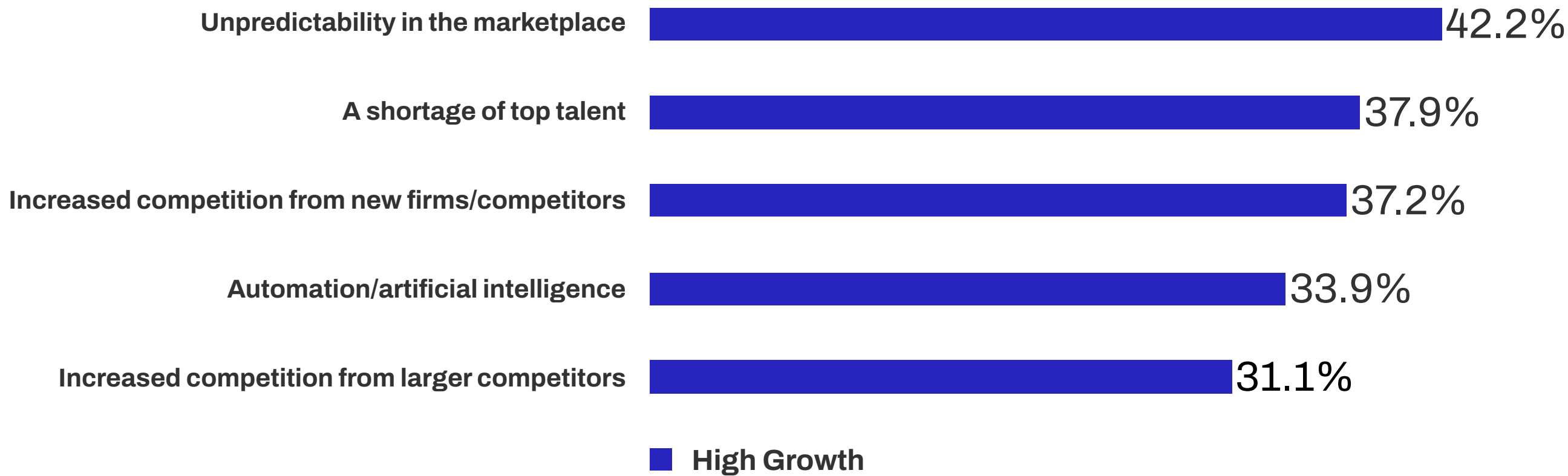
Firms Across All Growth Categories Face Similar Challenges

High Growth firms’ top five perceived challenges are the same as their slower growing peers, though in a slightly different order. As in the overall sample, marketplace unpredictability is their top concern. A shortage of talent sits in the second spot, a challenge likely exacerbated by the velocity of their growth as well as the persistent and widespread war for top talent. The High Growth cohort, like their slower growing peers, worries about new competitors throttling their momentum. AI and automation have been on these firms’ radars long before ChatGPT burst onto the scene in 2023.

If the High Growth category is experiencing the same challenges as the rest of the field, what are they doing to outperform the others? It starts with an acute focus on strategy. As you will see on the next page, High Growth firms equip themselves with the intelligence to see marketplace changes in the offing. They tend to be early adopters of technologies that deliver powerful new efficiencies. For instance, we’ve documented High Growth firms’ outsized interest in AI years before ChatGPT captured the public’s attention. They have also been enthusiastic adopters of automation technologies such as CRM and marketing and sales automation platforms. These tools help the best performing firms maintain, and even extend, their lead over competitors.

FIGURE 15.

Top Challenges of High Growth Firms



Key Advantage:

Strategy

High Growth Firms Conduct More, and More Frequent, Research

Structured research into your target audience can be a secret weapon to uncover valuable insights and emerging opportunities that competitors who rely on anecdotal evidence are likely to miss. Many High Growth leaders recognize the value of this kind of intelligence and make it a regular feature of their marketing program.

According to Figure 16, **about a third of High Growth firms conduct formal research**—a bit more than in the other two cohorts. But the real story is in how often they do it. Of the firms that produce research, High Growth firms are far more likely to do it frequently. **Almost three out five of these organizations conduct research at least quarterly.**

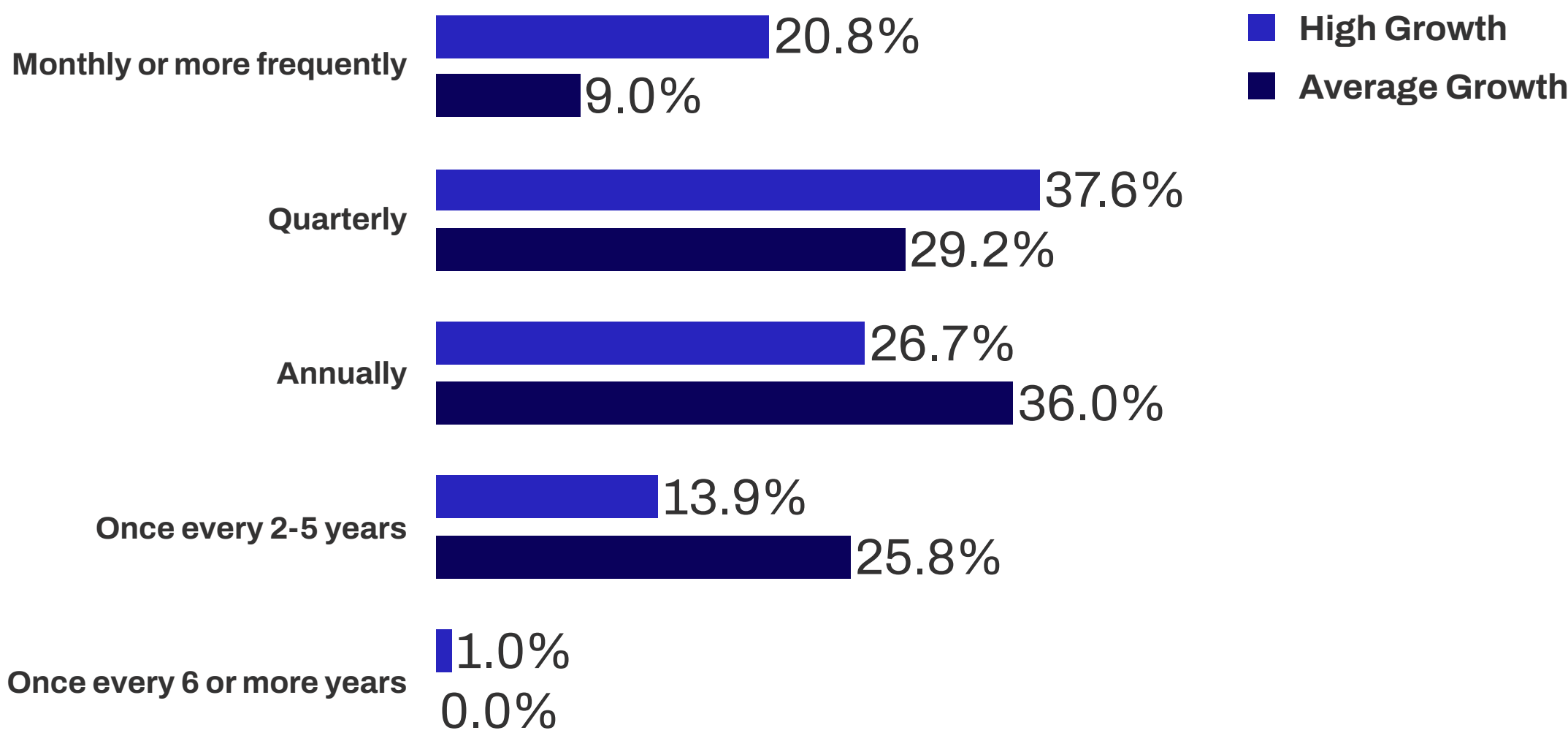
FIGURE 16.

Percent of Firms that Conduct Structured Research



FIGURE 17.

How Frequently Those Firms Do Research



Key Advantage:

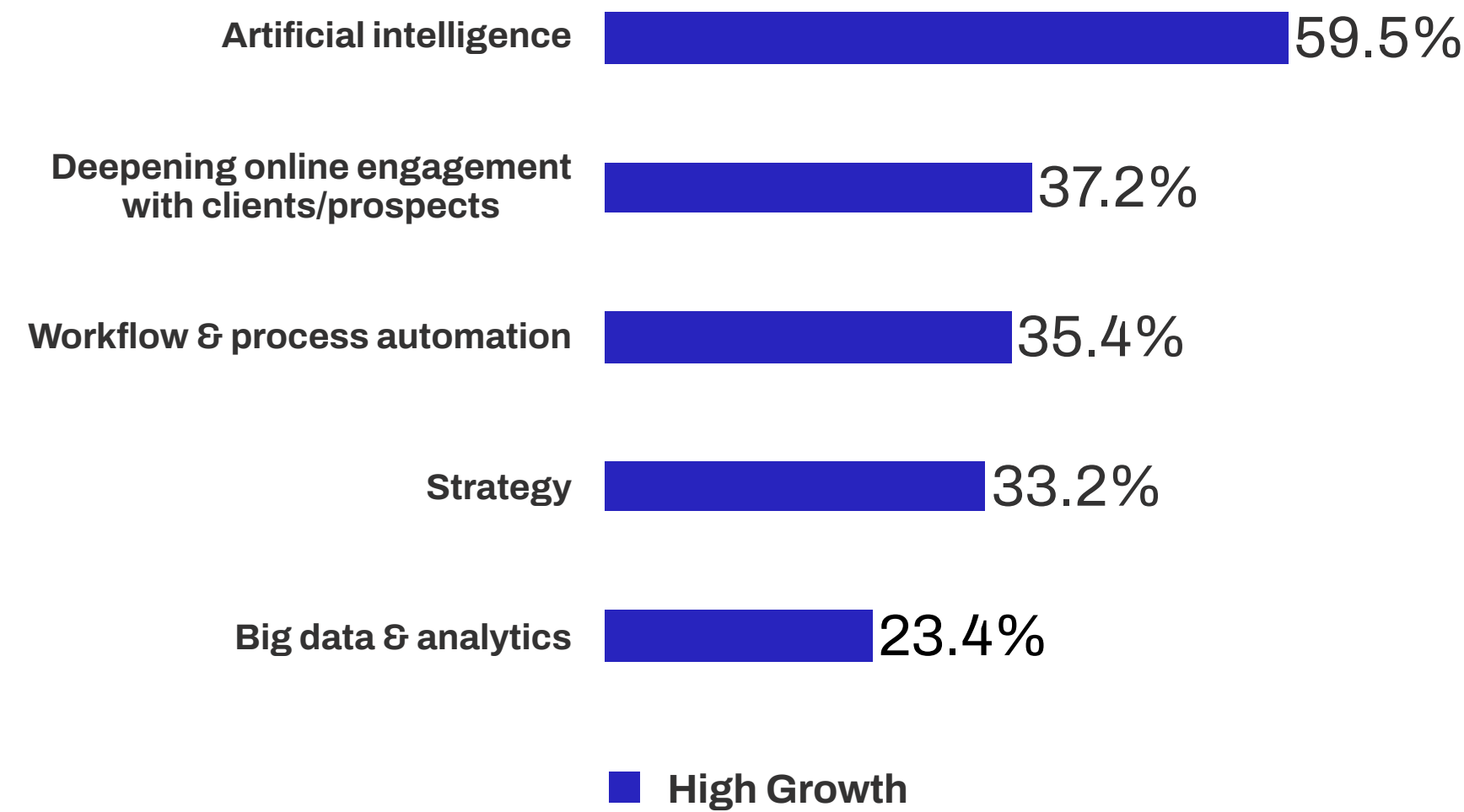
Strategy

Data and Technology Remain Powerful Areas of Focus

Three themes emerge from the chart in Figure 18. First, **High Growth firms remain deeply interested in technology as a competitive advantage**. In fact, four of their top five topics of interest are related to technology and data. Second, they are attentive to their online client experience. This is notable as it also suggests that firms recognize that many traditional person-to-person interactions are being replaced by digital ones. Third, strategy is very much on these firms’ minds as they wrestle with today’s unpredictable marketplace.

FIGURE 18.

Topics and Trends to Learn More About in 2024



Key Advantage:

Strategy

M&A Activity Is a Significant Driver of New Revenue

Almost 45% of High Growth firms have engaged in a merger or acquisition in the past year. In these firms, these activities generated more than a quarter of their revenue. While No Growth firms also went through mergers and acquisitions, they did so less frequently and attributed 37% less revenue to this strategy.

Is M&A, then, a winning growth strategy? Maybe, but not necessarily. Executing a successful acquisition is easier said than done. According to the Harvard Business Review, over 70% of acquisitions fail—most often because reconciling different business cultures and big-picture missions can be so difficult. Professional services firms that thrive on this business strategy focus on mitigating any risk of combining brands and enter into these relationships with eyes wide open.

FIGURE 19.

Percentage of Firms that Engaged in a Merger or Acquisition in 2023

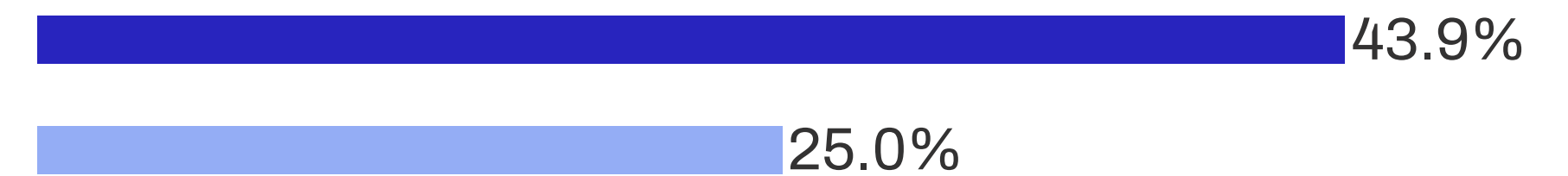


FIGURE 20.

Percentage of Revenue Attributed to M&A



■ High Growth
■ No Growth

Key Advantage:

Talent

High Growth firms’
most valued skill?
Project management.

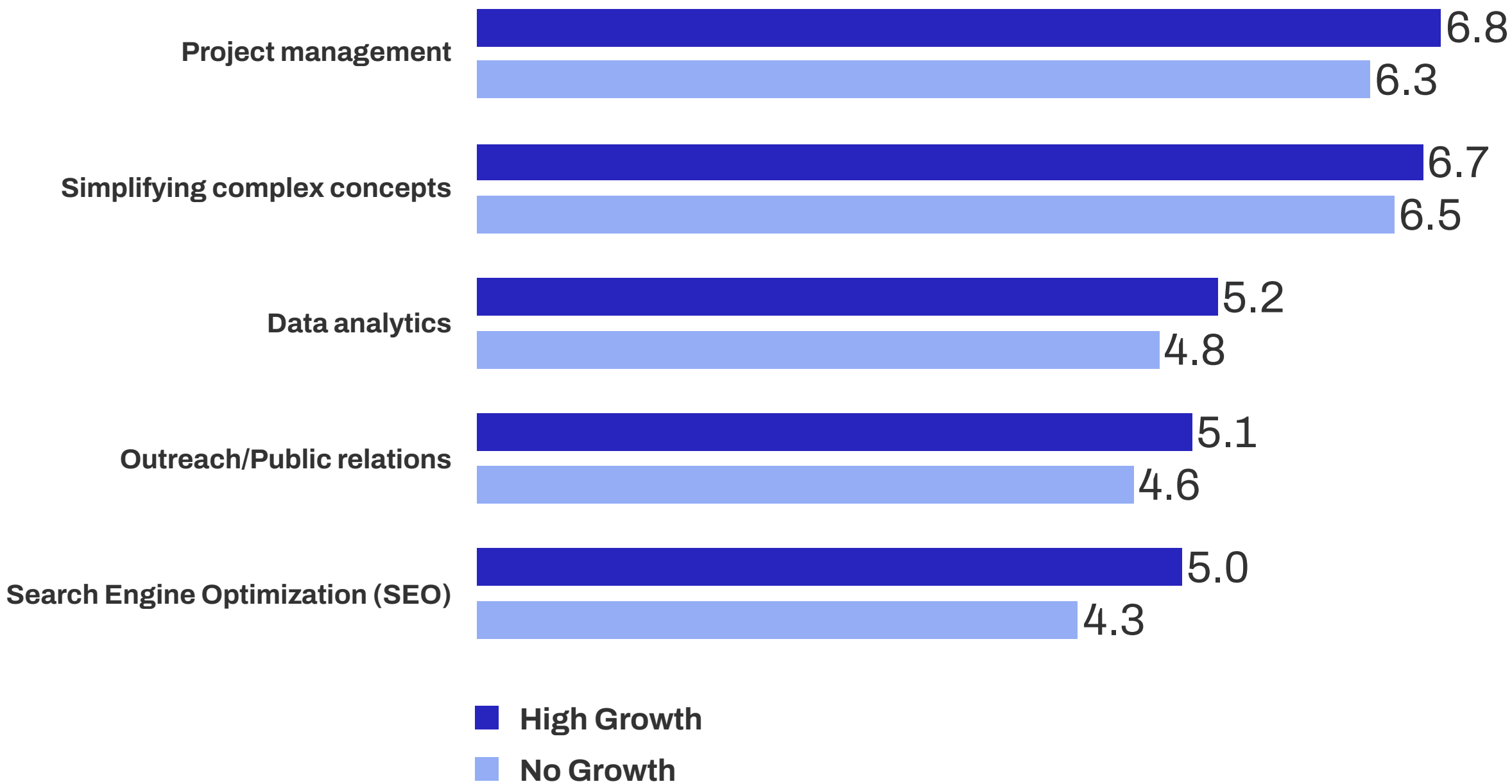
High Growth Firms Attract More Skillful Recruits

Does their growth profile make these firms more attractive to recruits, or are High Growth firms simply better at recruiting? While the data doesn’t answer these questions, it does show that this group consistently

scores their recruits higher on nine key skill areas than their No Growth counterparts (see Figure 21 for the top five). **The highest rated skill of all? Project management, a role critical to both profitability and customer satisfaction.** This is followed by simplifying complex ideas, an indicator of an employee’s thinking and communication skills.

FIGURE 21.

Skill Level of New Hires (0–10 scale where 10 is the highest)



Key Advantage:

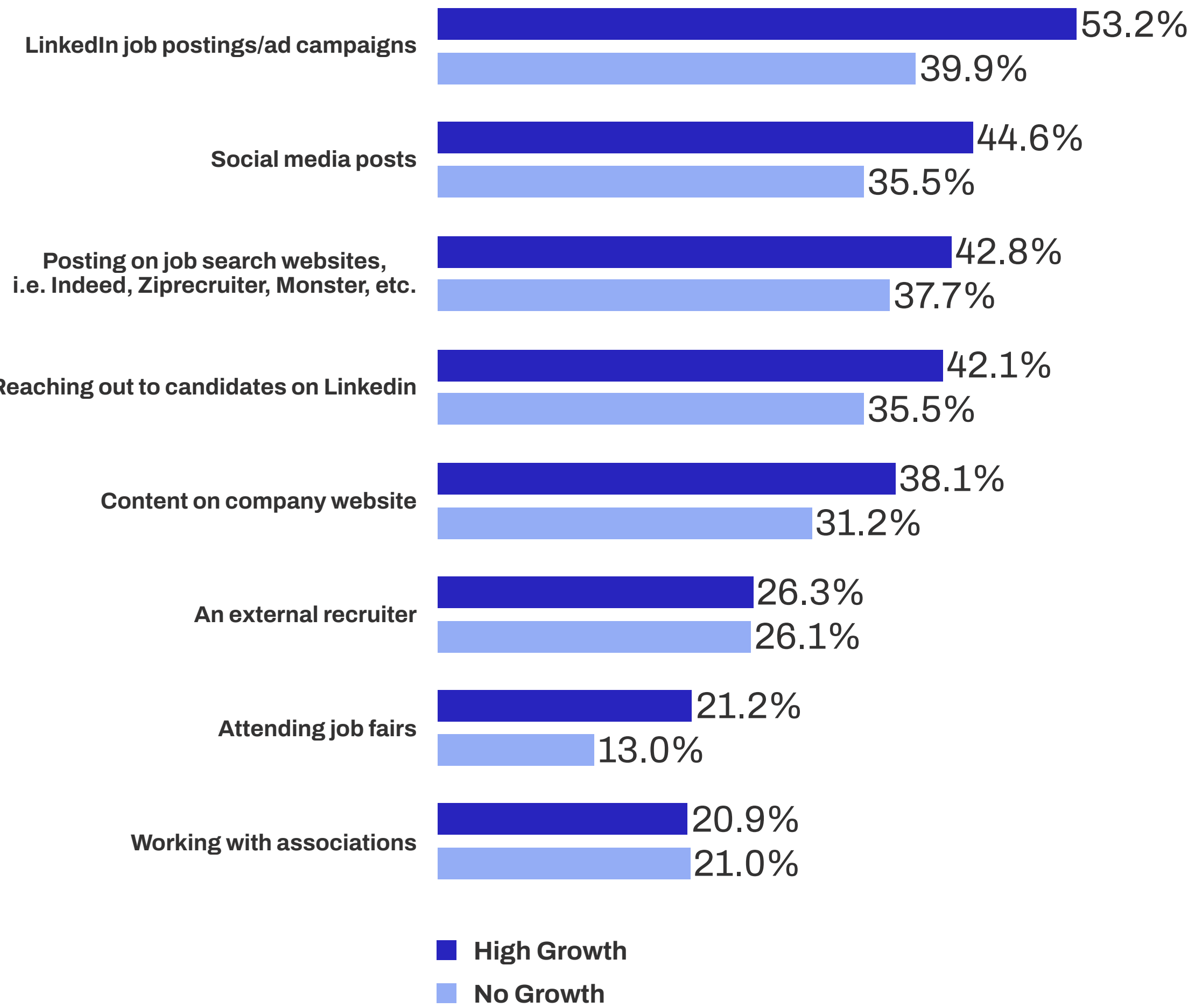
Talent

LinkedIn Is Their Top Recruiting Tool

Where do the best performing firms seek out new talent? **LinkedIn (specifically, job postings and advertising) is their platform of choice, used by over half of the High Growth cohort.** They also reach out directly to possible job candidates on the platform. Promoting openings in social media posts and using online job services are also popular. Hiring recruiters and attending job fairs, however, do not crack the top five. If LinkedIn doesn't play a major role in your recruiting process and you struggle to attract the talent you need, it may be time to give it serious consideration.

FIGURE 22.

Top Channels Used for Recruiting



Key Advantage:

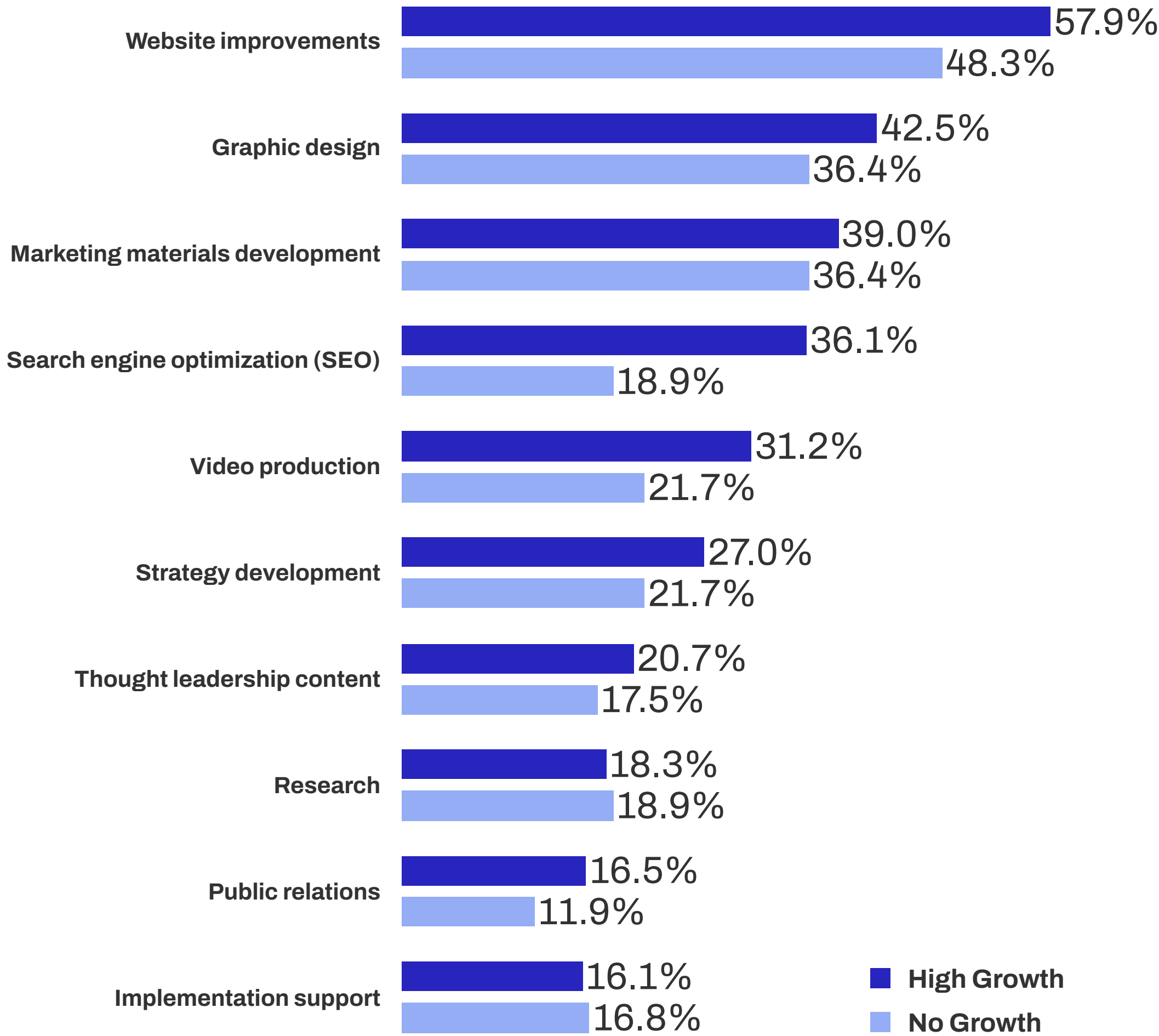
Talent

They Are More Likely to Outsource Specialized Marketing Skills

High Growth firms are more likely than their No Growth peers to outsource specialized marketing skills that can have a big impact on their ability to generate new business and build a high-credibility brand. **Top outsourced skills include website upgrades, graphic design, search engine optimization (SEO), and video production.** If you don't have a specific skill in-house or your marketing team is already working at capacity, consider finding an outside specialist to handle the work. If you select your resource carefully, they will often deliver more value faster than your own team could.

FIGURE 23.

Top Outsourced Marketing Skills



Key Advantage:

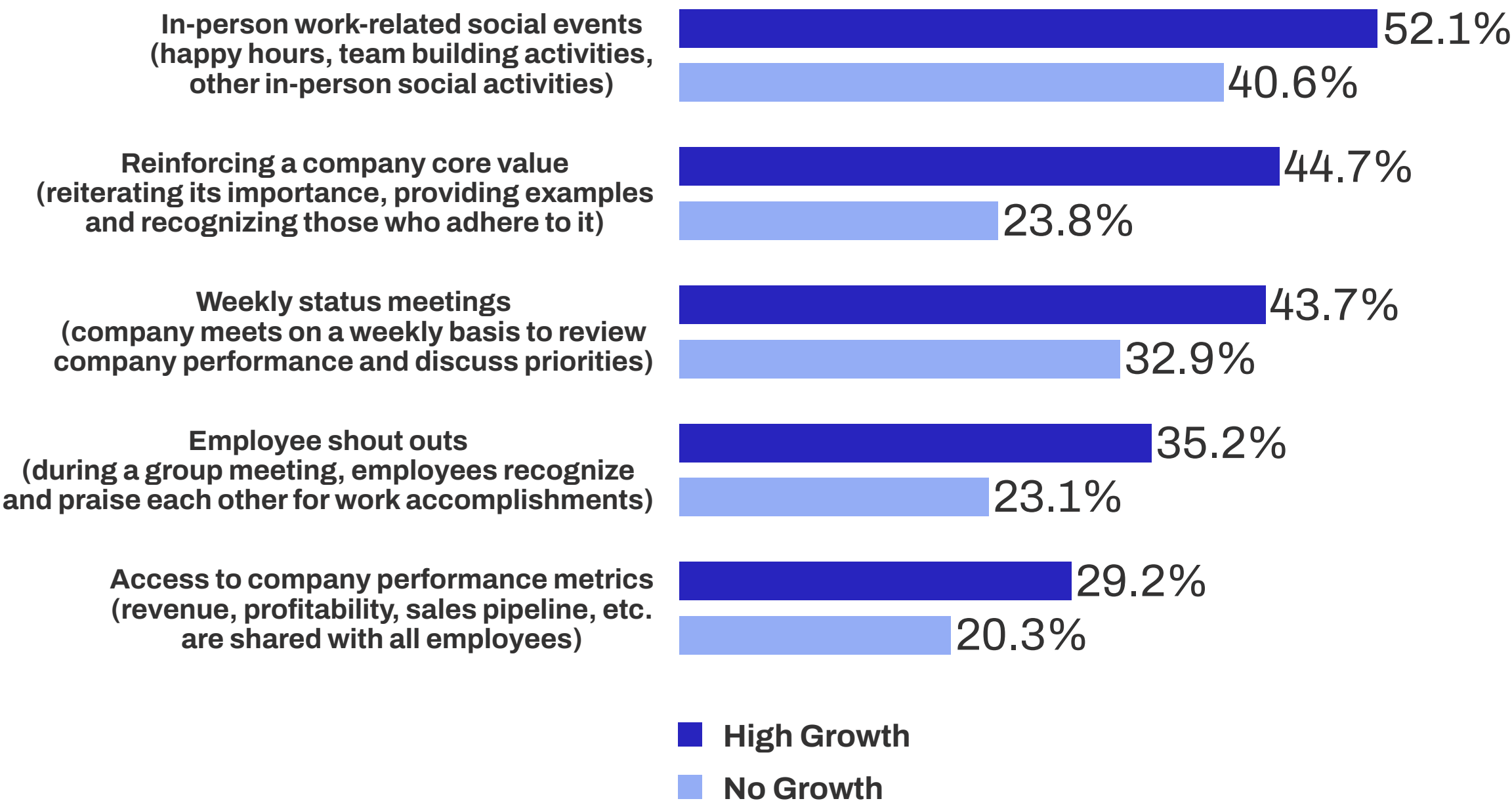
Talent

High Growth Firms Favor In-Person Activities to Cultivate a Tight-Knit Workforce

Figure 24 shows High Growth firms’ top five techniques for building culture and morale within their organizations—with the goal of retaining their top performers. Even in today’s remote and hybrid workforce environments, **in-person social and team-building activities are the most common way these firms strengthen their teams**. They also use repetition and examples of core values to instill a common ethos. They set up weekly all-hands meetings to discuss performance and priorities and to appreciate individuals’ recent contributions. And they share key financial metrics, such as revenue and profitability, making firm performance a team responsibility.

FIGURE 24.

Top Techniques to Strengthen Company Culture



Key Advantage:

Technology

High Growth firms embrace a wide range of technology platforms to improve efficiency and build competitive advantage.

High Growth Firms Rely on a Varied Operational Tech Stack

Most High Growth firms use accounting, CRM, time-tracking, and project management software in their practices. Many also rely on an array of specialized platforms to tame the complexity of their businesses—including business process, document management, marketing automation, HR, and knowledge management tools, to name just a few.

In last year’s report, we asked firms to rate their digital maturity. The High Growth group was far ahead of their peers in this regard. If you are looking for ways to find new operational efficiencies and improve your level of service, High Growth firms are showing the way. But to reap these rewards, it's not enough to buy software. You have to take the time to fully implement it, deploy its advanced features, and train your employees to make the most of it. Figure 25 provides a window into what technologies could make a difference in your own firm.

FIGURE 25.

Operational Software Favored by High Growth Firms



Key Advantage:

Technology

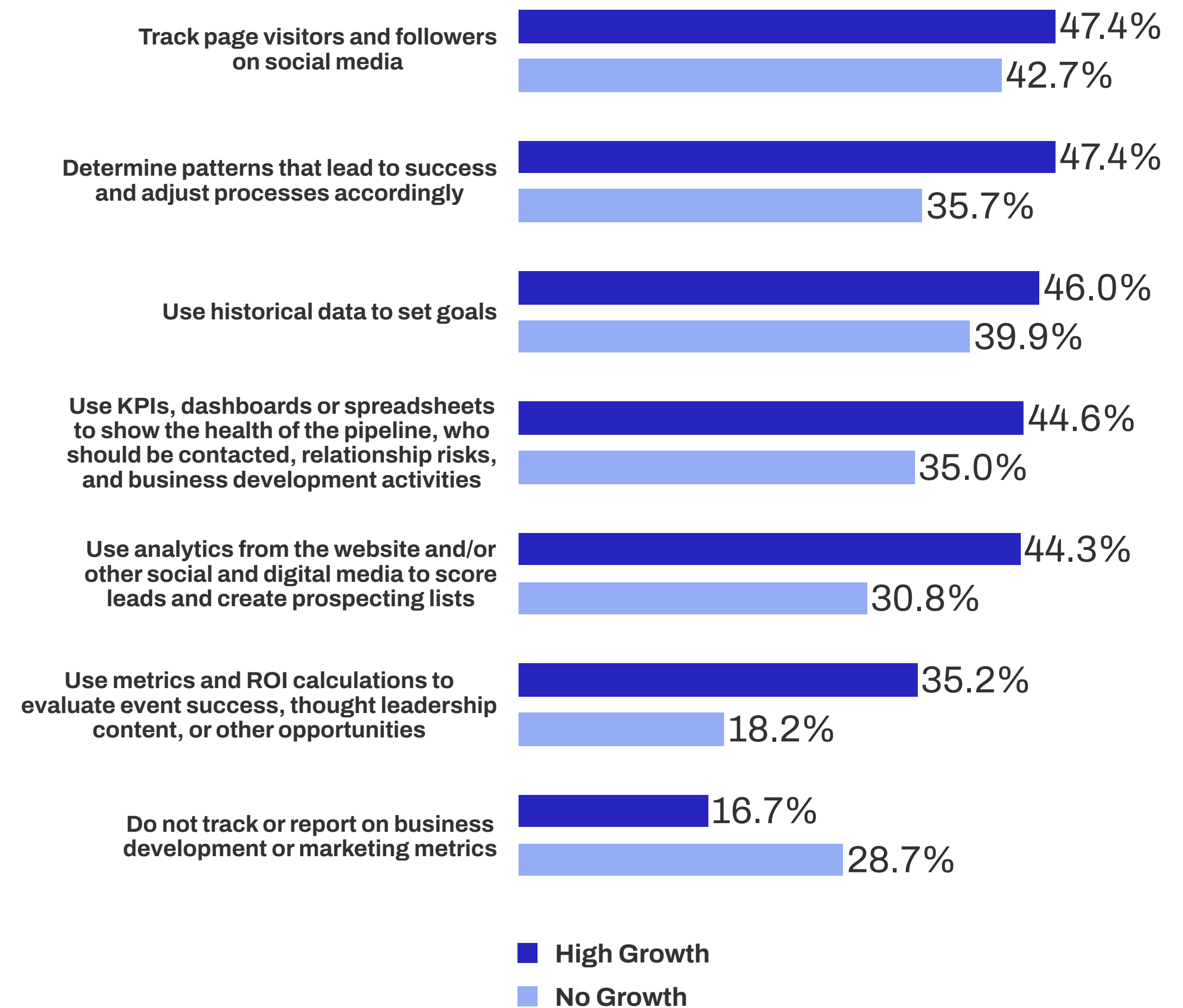
High Growth Firms Track a Wide Range of Metrics

The High Growth cohort is more likely to track a variety of marketing, business development, and financial metrics. They are also more likely to use those insights to adjust course when necessary. No Growth firms are almost twice as likely not to track marketing or business development performance metrics.

Data is like x-ray vision. It lets you see what's actually happening in your organization. If you aren't tracking key metrics you are likely running blind and making decisions based on intuition or anecdotal evidence. Instead, use the list at right as a starting place to determine what's most important to track. Then set aside time on a regular basis (at least monthly) to analyze the data and determine if there are any strategic or operational changes that you need to address.

FIGURE 26.

Top Tracked Metrics



2024

Conclusion

Exceptional Growth in Unpredictable Times

The uncertainty that fell like a thunderclap on the professional services during the pandemic has never fully faded away, and we may be living with it for the foreseeable future. That means **every firm needs a strategy to mitigate the effects of uncertainty**. To arrive at such a strategy, we look to those businesses that have thrived during in these clouded times: the High Growth firms.

Like their slower growing peers, unpredictability surrounds them. Yet High Growth firms are growing more than four times faster than average and are nearly twice as profitable. And they are doing it year after year. Here are some key activities these firms use to deliver superior performance:

Research Makes Sense of a Changing Marketplace

To a greater degree—and more frequently—than their slower-growing counterparts, High Growth firms conduct regular structured research to understand the evolving needs of their target audience. These insights give them the confidence to make important decisions about their service offerings, marketing messages, and hiring.



Data Drives You Forward

The High Growth group relies on metrics to track performance across a wide range of areas. They also use this data to inform business decisions and where to invest their marketing dollars.



Technology Creates Powerful Efficiencies

Fast-growing firms often embrace a range of technology platforms to automate their workflows and create many other efficiencies. They not only invest in software, they make the effort to master its many powerful features.



Content Marketing Builds Visibility and Trust

Content is High Growth firms' top marketing priority this year. And for good reason. In an increasingly digital marketplace, content remains the best way to expose your firm to new audiences (primarily through SEO) and build trust in your expertise over time. And a specific type of content, original research, is the secret sauce that many High Growth firms apply to their high-impact business development and lead generation programs.



Marketing Supports Business Development

Marketing and business development are no longer separate functions. Instead, when they work in concert, they make closing business faster and easier. That's why four of the top five most impactful High Growth marketing techniques directly support closing sales.

Even in today's unsettled world, High Growth firms have discovered how to grow and profit amidst the fog.



High Growth Firms Spend More on Marketing

While marketing spend has declined across the professional services, High Growth firms have maintained a 10% of revenues ratio. It served them well, fueling a 28% increase in revenue over the previous year.



Outsource Specialized Marketing Skills

The best performing firms were more likely to look outside for specialized services such as web design and development, graphic design, search engine optimization, video production, and strategy.

Start Building Your Competitive Advantage

If you are struggling to compete, grow, or operate at a healthy profit margin, you can look to the High Growth firms in this study for inspiration—and specific ideas to implement at your firm. **A good place to start is by getting an accurate lay of the land using structured research.** The information you glean may reveal some obvious places to make changes and improve. **Then look at the tools, techniques, and strategies used by the High Growth cohort in this study.** How are they different from those that you use? Which ones can you adopt quickly, and which ones will require more deliberation?

While even today's High Growth firms are affected by the unsettled world around us, they have discovered ways to grow and profit amidst the fog. And now you can too.

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About Hinge

Hinge is the leading research-based branding and marketing firm for professional services.

Our ongoing research into **over 45,000 professional services firms** and buyers of their services is changing the way firms go to market.

Hinge is made up of three divisions:

Hinge Marketing,

our consulting arm, helps businesses build gorgeous visual brands, deliver powerful marketing programs, and achieve exceptional growth.

Hinge Research Institute,

our research arm, studies the professional services industry, and equips organizations that want to reach and engage this audience with compelling research-based content.

Hinge University,

our online learning platform, teaches high-growth, high-visibility strategies and techniques to marketers, business developers, and professionals across the globe.

www.hingemarketing.com



About the Hinge Research Institute

The Hinge Research Institute, a division of Hinge, has a two-part mission:

1. To study high-growth professional services firms and their clients.

We collect data and analyze marketplace trends to discover why some firms grow much faster than average and reap greater profits. We share this knowledge so that every professional services firm can prosper.

2. To help organizations engage their professional services audience.

We do this in a variety of ways, such as:

Creating Custom Research:

Commission a piece of research once and repurpose it many times in blogs, webinars, articles, social media posts, and more.

Licensing Existing Research:

License our existing research in the form of studies, books, and guides—at a fraction of the price of custom research.

Co-brand a webinar:

Co-present a webinar with one of our research analysts and reach Hinge's database of over 60,000 professionals. Get engagement like never before.

<https://hingemarketing.com/research-institute>



We invite you to explore our full library of research reports, books, and other publications at: www.hingemarketing.com/library

For more information about the Hinge Research Institute, please contact:

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Appendix

Marketing Technique Descriptions

Branded Marketing Collateral	Marketing materials, imprinted with a firm's logo, that support business development (e.g., brochures, sales sheets, giveaways).
Case Studies	Written or video descriptions of a client engagement that explain how the firm solved a problem or produced a positive result.
Cold Call Campaigns	Initiatives in which firms, or subcontracted agencies, call potential clients to promote or sell a product or service.
Conducting and Publishing Primary Research	Producing primary research on topics of interest to a firm's target audience that can be sold or made available as free premium content.
Digital Product/Service Demonstrations	Presentations, often conducted online, that demonstrate key features and benefits of a specific product or service.
Digital Ads (Pay-Per-Click, Banner Ads, etc.)	Electronic advertisements, either text-based or graphical, that promote a product or service online.
Downloadable, Gated Content	High-value, premium content (e.g., guides, ebooks, white papers) that can be obtained on a website in exchange for a small amount of personal information.
Email Marketing Campaigns	Marketing initiatives that use email to deliver educational content, marketing messages, or promotions to prospective clients.
Interviewing on Podcasts or Radio	Using third-party podcasts or radio programs to build an expert's visibility and share thought leadership.

Marketing Technique Descriptions, Continued

Keyword Research/Search Engine Optimization	Techniques that optimize web pages to improve search engine rankings and attract new web visitors.
Marketing Partnerships with Other Organizations	Mutually beneficial marketing relationships between a firm and another organization (e.g., co-branded educational events).
Marketing Video	Professional quality digital films that promote various aspects of a firm (e.g., overviews, testimonials, speaking videos, etc.).
Networking at Targeted Conferences, Trade Shows and Events	Attending specific conferences, trade shows, or other networking events to build visibility and establish personal connections with prospective clients.
Networking on Social Media	Connecting and engaging with a target audience on social networking platforms.
Nurturing Prospects Through Phone Calls	Using phone calls to expand nascent relationships with prospective clients.
Presenting in Webinars	Developing and presenting live or pre-recorded educational audio/video material to an online audience.
Promoting Thought Leadership on Social Media	Using social networking platforms to promote original thought leadership.
Providing Assessments and/or Consultations	Meetings with prospective clients for a consultation or an assessment of their current situation to demonstrate a firm's expertise, establish whether a prospect will be a good fit, and determine how the firm can deliver value.

Marketing Technique Descriptions, Continued

Public Relations (Earned Media)	Using news and media outlets to promote major developments within the firm. Can also be used to mitigate the effects of bad publicity.
Publishing Guest Blogs on External Publications	Securing placements and writing content for outside blogs or other publications.
Publishing Written Blog Posts on Your Website	Producing articles to be published on a firm's own blog.
Pursuing Industry Award Opportunities	Applying for, winning, and showcasing awards won by a firm.
Speaking at Targeted Conferences or Events	Securing speaking opportunities and speaking at events on topics that are relevant to a firm's target audience.
Sponsoring Conferences or Events	Securing brand visibility at an event, usually for a fee or bartered service.
Video Blogging	Using video to deliver short educational content to a firm's blog readers.

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Thank You