

Digital Marketing for Professionals

How to attract clients seeking
your expertise, products and
services

influential

People are searching for you online right now.

They aren't finding you

Building a profitable professional services firm relies on attracting and retaining high quality clients but most firms haven't adapted to how their clients choose and buy their services. People have changed how they search for, choose and buy professional services but most firms are still marketing like it's 1999. At the same time businesses are being squeezed by increasing regulation, competition and commoditization of their industry, and their clients are becoming more demanding and discerning.

To remain relevant firms need to understand how people search for and buy their services, so they can attract their ideal clients and sell their most profitable products and services.

Our **Professional Services Digital Blueprint** shows you the right way to attract high value clients online.

People have changed how they search for, choose and buy your products and services.

Have you adapted?



Professionals need to attract clients online

"Traditional marketing strategies just don't work anymore"

Professional service firms are finding they aren't able to attract clients like they used to, and they are facing increase competition and commoditisation, including many non-traditional operators.

Clients are also becoming more demanding and discerning - they want to work with firms that are focussed on their specific needs and situation.

You know they need to tap into people searching online, but don't know where to start.

The leaders in the new economy will be those businesses who understand how to reach clients searching for them online, position themselves as leaders in their industry, and are able to deliver high value services.

But most Professional service firms don't utilise online marketing adequately, and most of those who do use it the wrong way. They make the mistake of using it like traditional marketing and advertising, instead of using it to attract clients, position your firm as an expert and make it easy for clients to buy.

Would you like to attract more clients online?

Why professionals struggle to market their firms

"Traditional marketing strategies just don't work anymore... but professional service firms are still marketing like it's 1999"

People are searching for you online right now.

- Your clients used to find you via personal referrals or the Yellow Pages.
- Now they search online using Google and social media
- They only call you after they've done extensive research.
- Being found early in their search process is the key to attracting clients
- Referrals and relationship are still important, but they now take place online.
- Being online isn't an option, it's essential to building your business.

This is exciting because online leads are easier to scale and measure, and are constantly increasing.

To benefit, you need to embrace new technology but also a new approach to attracting clients and building your business.

The Insight

To attract to attract your ideal clients you need to understand how they search for, choose and buy professional services online.

We call this **The new buying process** (See page 4)

7 Reasons why professionals fail to attract clients Online:

- 1. Lack of Focus** - They don't focus on specialised services or a select group of clients. It's hard to market yourself or deliver to great service when you are trying to be all things to all people.
- 2. A weak or confusing Brand** - Are you memorable? Who are you? What do you stand for? How do you help? A strong brand helps your clients start the know, like and trust process.
- 3. An unclear Value proposition** - Within seconds of landing on your website your clients decide whether you can help them. They want to check you out and to trial that value without hassle or risk.
- 4. Website doesn't generate leads** - Your website should work around the clock to attract clients, educate them and capture their details. Without this, your online efforts will go to waste.
- 5. They are invisible and not well "connected" online** - People are searching for your services right now - if they can't find you they **can't** do business with you. You need to be highly visible and connected
- 6. They are antisocial and don't engage** The world is changing to be more connected, social and collaborative. Old school advertising and static websites don't work because people are bored or repelled.
- 7. They don't have a shareable brand** - The best marketing is referrals from a trusted friend or adviser. A shareable brand makes it easy for people to refer you great clients.

The Insight

"Your prospective clients are on a journey - they are searching for answers but they aren't even qualified to ask the right questions. So what they are really searching for is a trusted guide?"

Business owners and marketers often focus on customers, rather than people.

The result - they are trying to sell the same thing as everyone else in their industry.

Once we realise that our clients are people trying to make sense of and solve real problems, and that they are confused and searching for trusted advice, we don't need to sell ourselves - we just need to do what we do best as professionals - help our clients make sense of their situation and guide them toward a solution.

I like to use the metaphor of clients being on a journey, or adventure. They don't know what path it will take, although they may have some ideas of what the destination looks like.

They do know that they can't stay where they are - they need to move

forward, but they need a guide - someone who has travelled this path before. **That's where you come in.**

The Trusted Guide

"When the seeker is ready the guide will appear?"

Have you ever had a prospective client contact you, and ask about your services, or prices, or even book an appointment, and you just knew that they wouldn't follow through?

Quite often people know they need to take action to solve their problem, but they aren't yet ready to buy, or to fully commit to the process.

The result can be wasted time or conversations - a lot of these people are wanting the easy answer, rather than really fixing the problem.

When people are ready to proceed, they know they need a trusted guide to take them forward. As a professional you've been there, done that - you've got the skills and resources to create the outcome they need.

Using the web to connect with and engage with prospective clients lets you qualify them and educate them, and move them along the path toward the point of commitment - of buying your services or moving forward toward their goal.

This means a higher quality of service for your clients, and less time wasted dealing with tyre-kickers for you.



The New Buying Process

How people choose professional services firms

People have changed how they search for and buy products and services. Where once they'd just look in the yellow pages or ask a friend, today they start their search online. Buyers may view dozens of websites during the process of choosing a provider. Often they've already decided on a solution before they talk to a professional. Even if they call you, they return online to check you out before making a purchase, with over 80% looking at your website and 60% checking out your social media accounts

This is where buyers used to call you



Now buyers only call you here!

What people are looking for

A Trusted Adviser

People distrust paid ads and self promotion. They are looking trusted advice from someone who specialises in helping people like them. That should be great news because that's exactly what you do - *but they won't call you until their search is almost over.* According to Google's Zero Moment of Truth report (2012) over 57% of the purchase decision process takes place **before the buyer picks up the phone to call a provider.** *"To succeed online you need to connect with the client early on in the buying process."*

1. Discover Problem

The buyer's journey starts when they discover they have a problem. At this point they enter an active phase of search for a solution..but they aren't ready to buy yet.
Preferred resources: **Google, social media, advice from friends**

** You NEED to get involved here!
(See Page 6 to learn how)*

2. Research Symptoms

Buyers then start their search using Google to find information about their symptoms. They particularly relate to personal stories of people like them:
Preferred resources: **Google, forums, blogs, youtube, case studies, FAQ (Use magnifying glass symbol)**

3. Frame problem

As they research buyers gradually come to understand what their symptoms mean. This process of framing their problem determines what sort of solutions they will consider.
Preferred Resources: **Case studies, FAQ, Webinars, Problem review, Forums**

4. Search for solutions

Armed with understanding of their problem, buyers then search for the best solution. The solution must address the problem as they have framed it from their research.
Preferred resources: **Case studies, Webinars, Whitepapers, Forums, Ebooks, Videos**

5. Check out providers

Having decided on one or more solutions, buyers then search for providers. It's only at this point they will pick up the phone to actually call you!
Preferred resources: **Case studies, FAQ, Webinars, review sites, products, Videos**

6. Complete purchase

If the buyer decides you are the best person to help them, they then check you online by reviewing your website, social media, reviews. They also ask friends and influencers via social media
Preferred resources: **Website, LinkedIn, Social channels, products, courses, Videos**

The right way to attract clients online

(a.k.a. How people like to buy)

Once you understand how your customers search for, choose and buy professional services it's easy to market your firm.

By joining the online conversation about your industry you earn the opportunity to help your clients understand and frame their problem. This forms the basis for their subsequent search for solutions and providers.

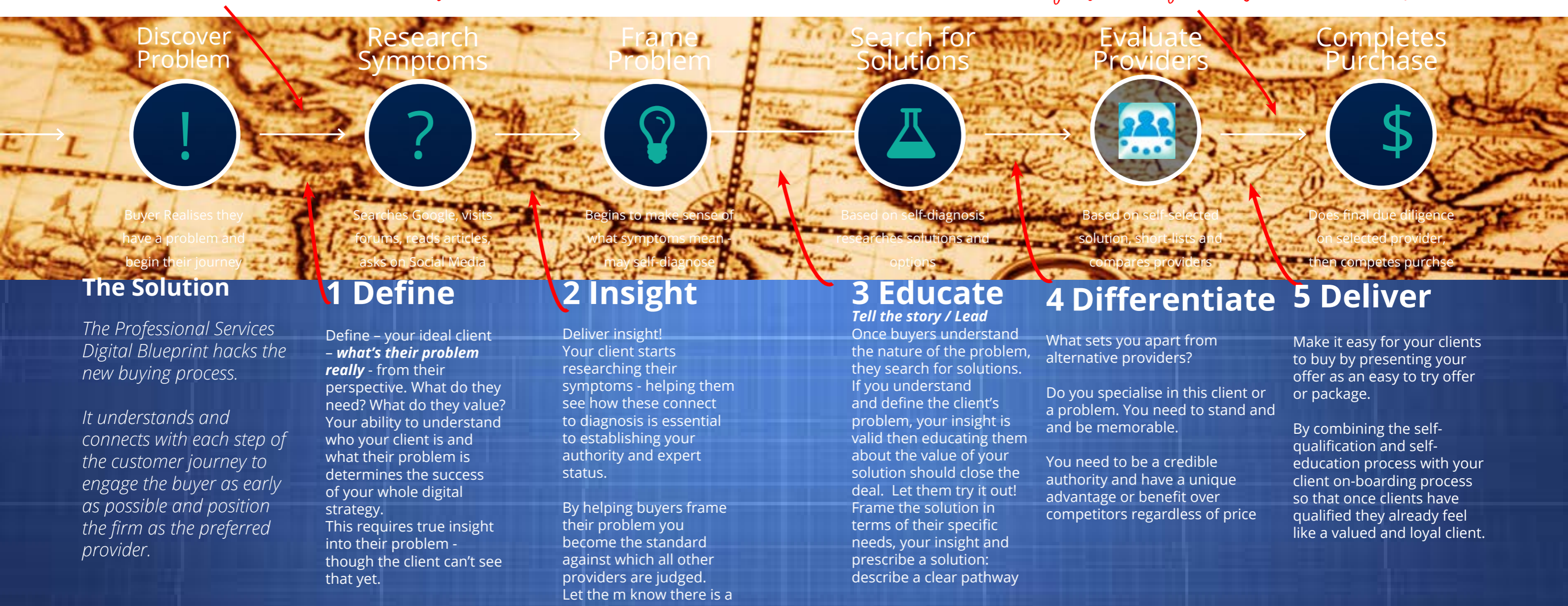
Get back into the conversation and guide the the buying process

A Marketing Blueprint for professionals

As a result of the trust and authority you've built by being able to diagnose and explain the buyer's problem, you've earned the right to prescribe a solution and you become the defacto preferred provider.

While this doesn't guarantee a sale, you now are now the standard against which other solutions and providers are measure. The more clearly you can explain the problem and the pathway to a solution, and the easier you make it to buy, the greater your likelihood of closing the sale.

Follow through by making it easy for clients to buy from you



Why work with influential?

A new breed of marketing agency *(Differentiation)*

The days when traditional marketing agencies or your in-house team could make sense of the digital marketing landscape are long gone.

- Web designers or IT providers can't help - they are as lost as you are
- "Online marketers" and "social media gurus" don't understand your business or the professional-client relationship

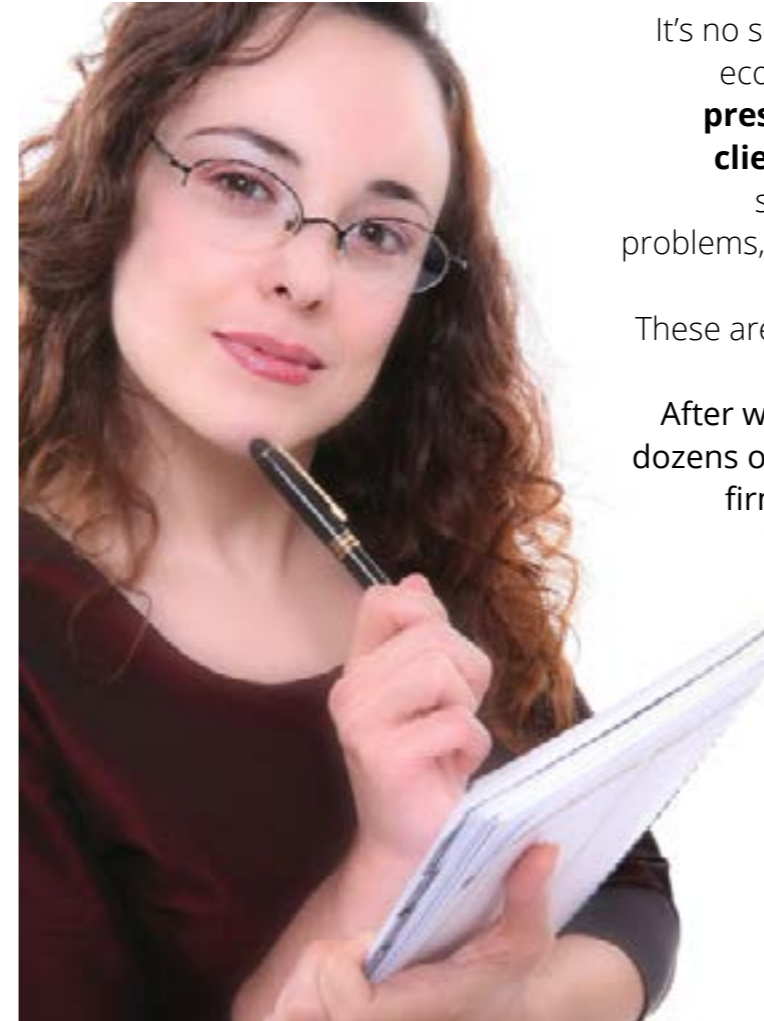
Bad advice can cost you more than money and missed opportunities: The wrong approach online can alienate clients, damage to your reputation or even incur penalties from your professional association.

Influential understands professional service firms and knows the right way to attract clients who need your expertise, products and services.

We know you want to deal with real people who understand your business and know how to get the results you need.



Case Studies



It's no secret that to succeed in the new digital economy your firm needs a **professional presence** online which helps **attract new clients** and **builds trust and rapport** by showing you have the solutions to their problems, and really care about great outcomes.

These are the foundations for a high value, high growth professional service firm. After working interviewing and working with dozens of top performing professional service firms, we've identified what you need to succeed online today.

Confusing: *Should you be blogging, using SEO, webinars, or Social Media? What's Pinterest and Instagram?*

Case study?

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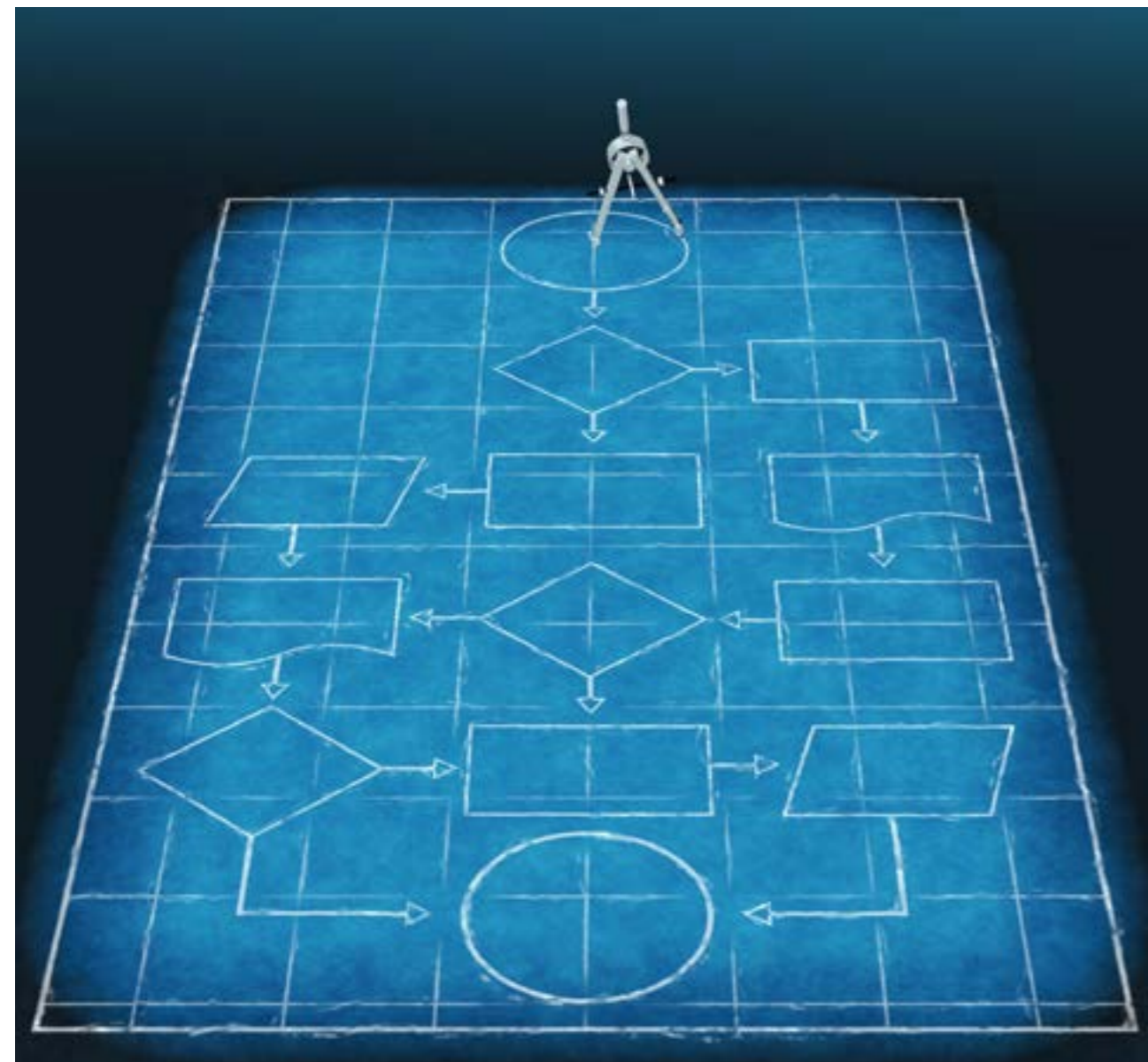
A Blueprint for successful professional services marketing

Successful firms know the importance of using effective marketing to grow their business and boost profitability, but are confused about how to get started.

We specialise in helping professionals become market leaders by attracting clients, establishing their authority and making it easy for their clients to buy.

We use search, social networking and digital media to attract their ideal clients, establish themselves as trusted experts in their industry and build the value of their brand.

We help you make sense of the confusing online world and get results that actually help you grow your business.



Become an online leader in your industry

We find professional service firms are confused about how to use the web to grow their business. Too many of them mistake the web for a new form of advertising, and limit the results they achieve online.

We've identified what really works to market professional services firms online, and we've learnt how to adapt that to your business. The result is a blueprint for marketing your business online.

Because you are an individual, and your business is unique, it's customised to your unique situation.

Plan a clear blueprint for your future

Lets get started

Build your digital presence the right way using the Professional Services Digital Blueprint.

Discover the right way to build your business online.

Understand the unique buying triggers your buyers use.

Improve your visibility,

Position yourself as an expert in your industry

Convert more visitors into buyers by making it easy to buy your services.

We've condensed everything you need to know about growing your business into an easy to read resource:

**Download your free guide the Professional Services Digital Blueprint:
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