



HIGH GROWTH STUDY 2022



About the High Growth Study

For well over a decade, the Hinge Research Institute has been studying the best performing professional services firms. And in 2016, we released the first annual High Growth Study. This year's study represents the 7th installment of our signature research report.

High Growth Study 2022 | Executive Summary

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Acknowledgments

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Introduction



Introduction

There is an old joke that starts out, “I’ve got good news and bad news.” While there is nothing funny about this past year, there certainly is plenty of good news and bad news.

On the positive side, many concerns have moderated as firms have found innovative new ways to cope with the “new normal.” And more than a few firms have thrived as never before.

But at the same time, the battle for top talent has intensified and marketing budgets remain at historically high levels as firms try to transition to a digitally driven marketplace.

So what’s the best path forward?

In this study, we explore what’s working today—especially how the fastest growing and most profitable firms address key issues such as technology, talent, strategy and marketing. You’ll find these insights in our High Growth Analysis section.

We also preview key year-over-year trends and industry comparisons. This Executive Summary will provides a broad cross-industry overview. To dive deeper into your market, you can purchase one of our six industry breakout reports, which contain a wealth of industry data, trend analyses and practical insights.

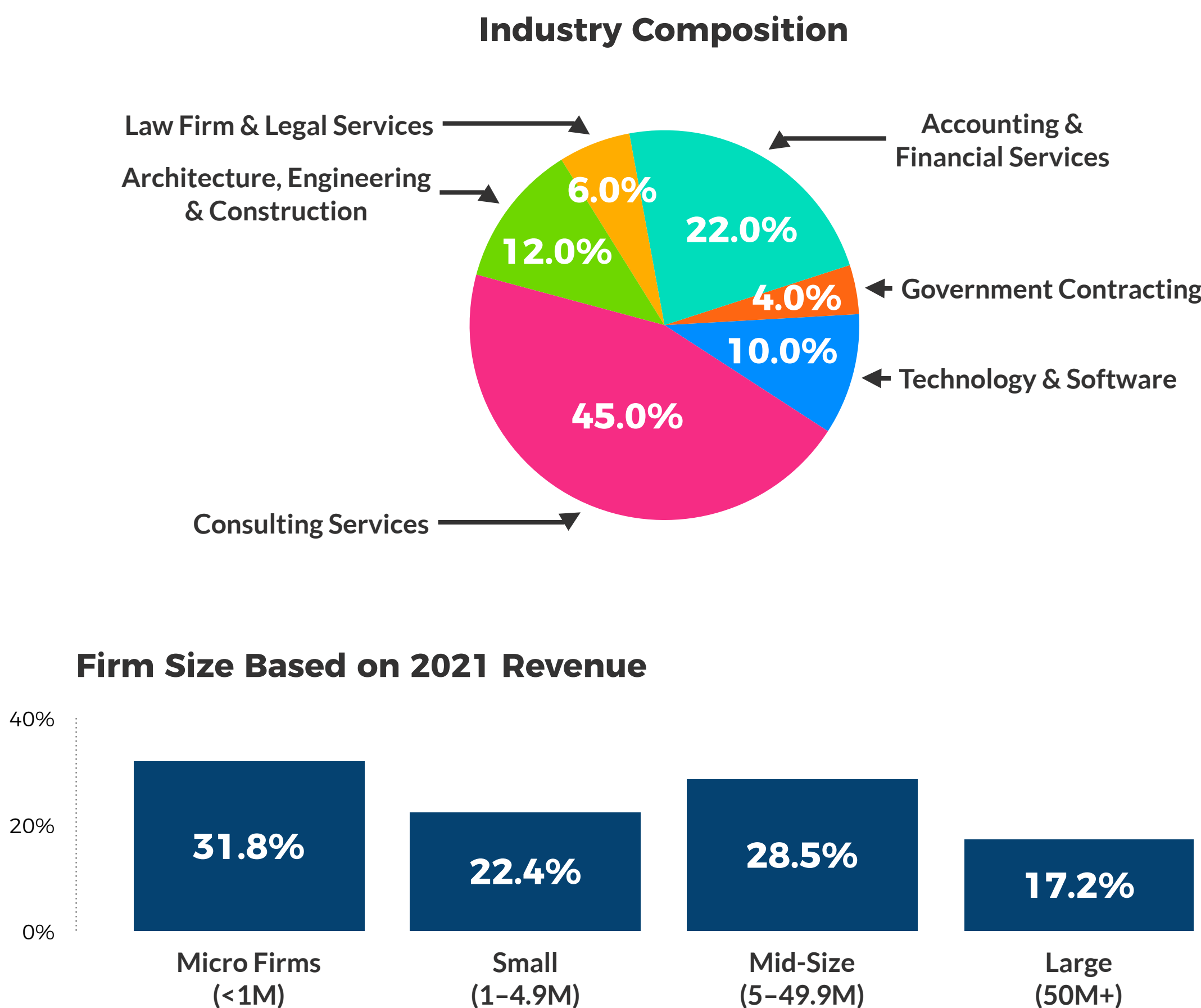


INTRODUCTION

About the Sample



The sample was large and diverse.



For more than a decade, Hinge has been researching the fastest growing and most profitable professional services firms. This year's study is the largest and most sophisticated of it's type.

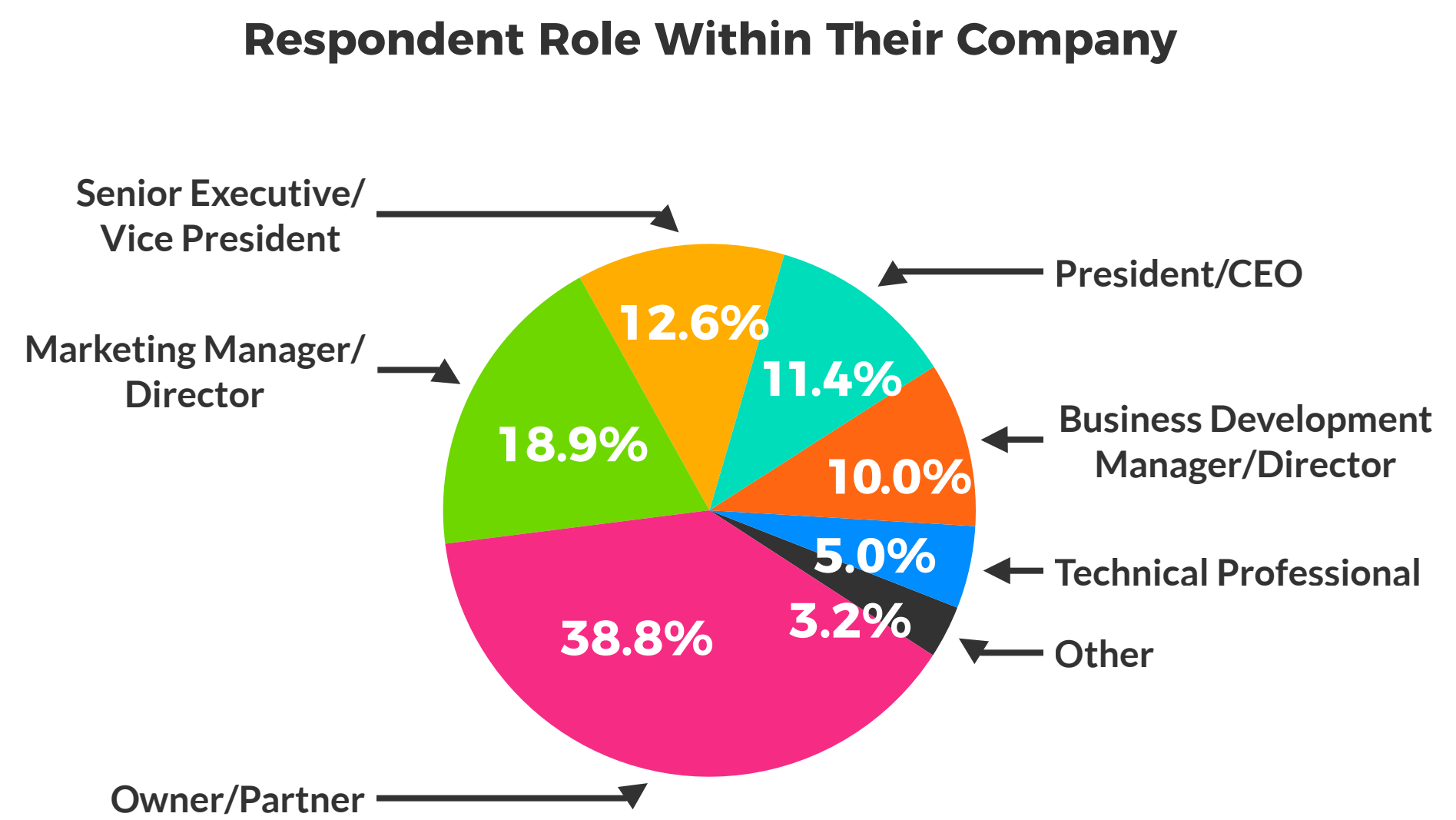
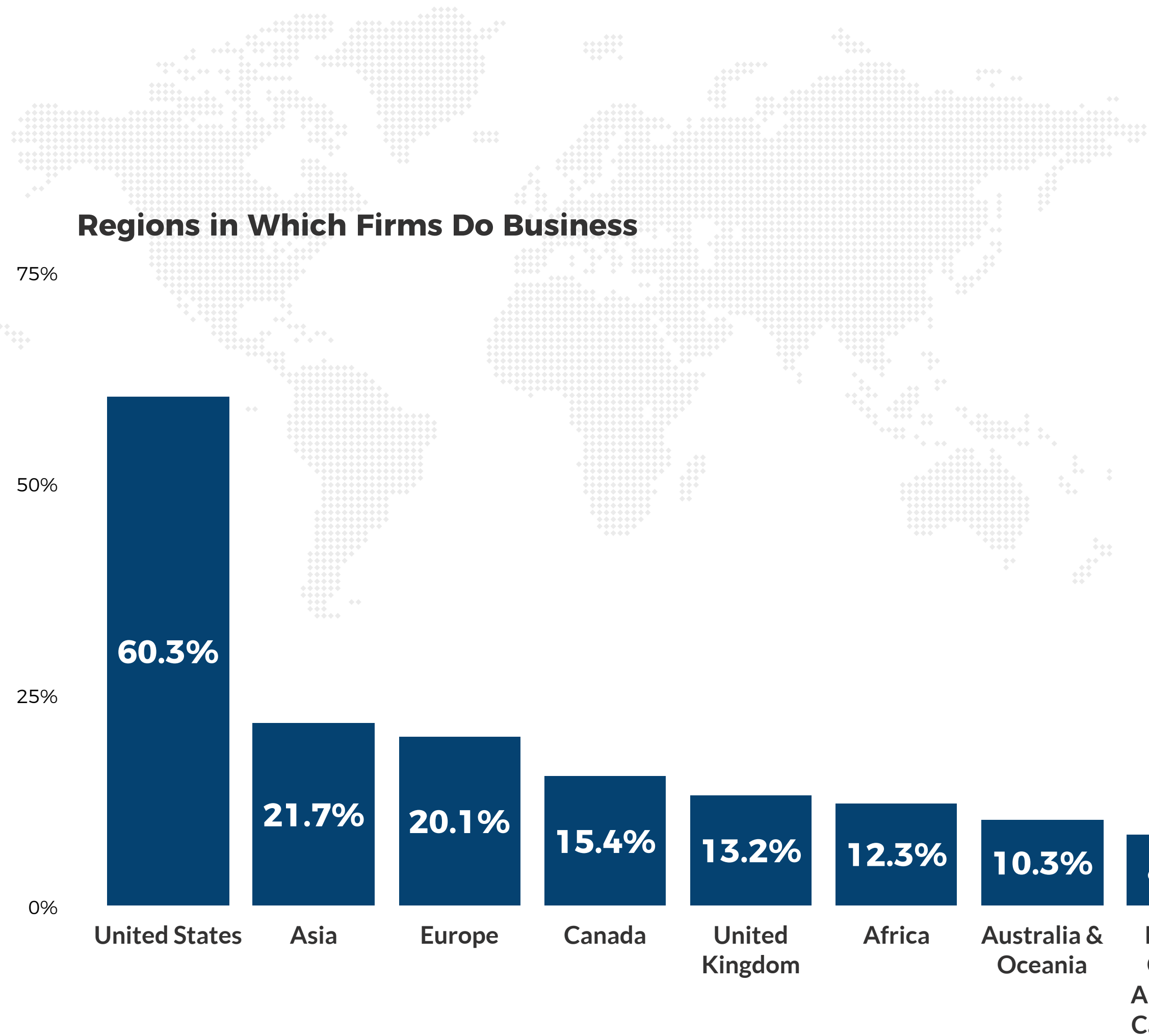
AT A GLANCE //

> 1,150 firms participated

> \$216 billion combined revenue

> Almost 1.9 million employees

The sample represented all global regions and key executive roles.



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 the 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!

This is the **only** resource where you can find this valuable information.

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Major Trend Analysis



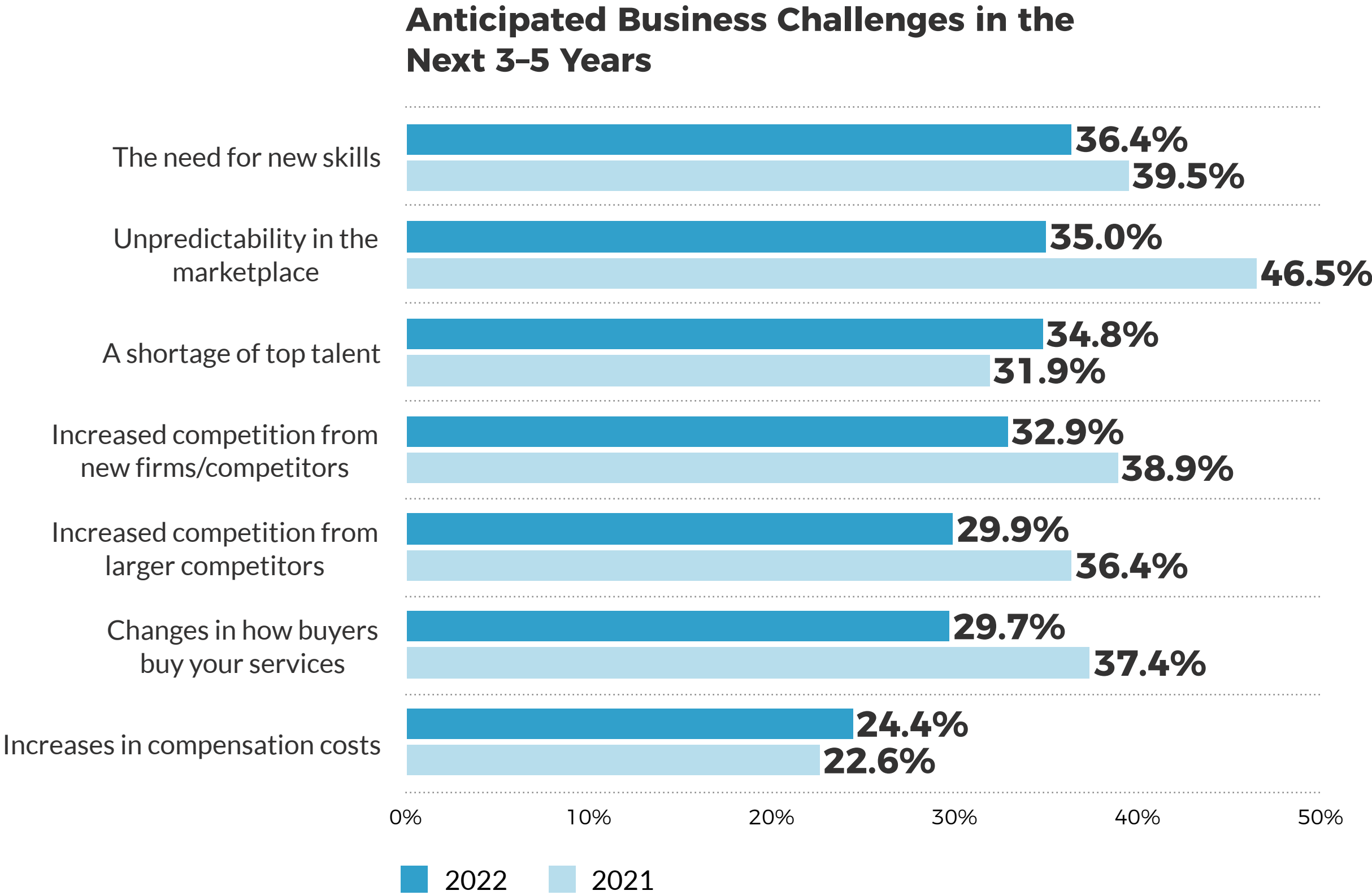


MAJOR TREND ANALYSIS

Year-Over-Year Trends



While many concerns have moderated from last year’s frenzied levels, the war for talent continues to intensify—topping all other challenges.



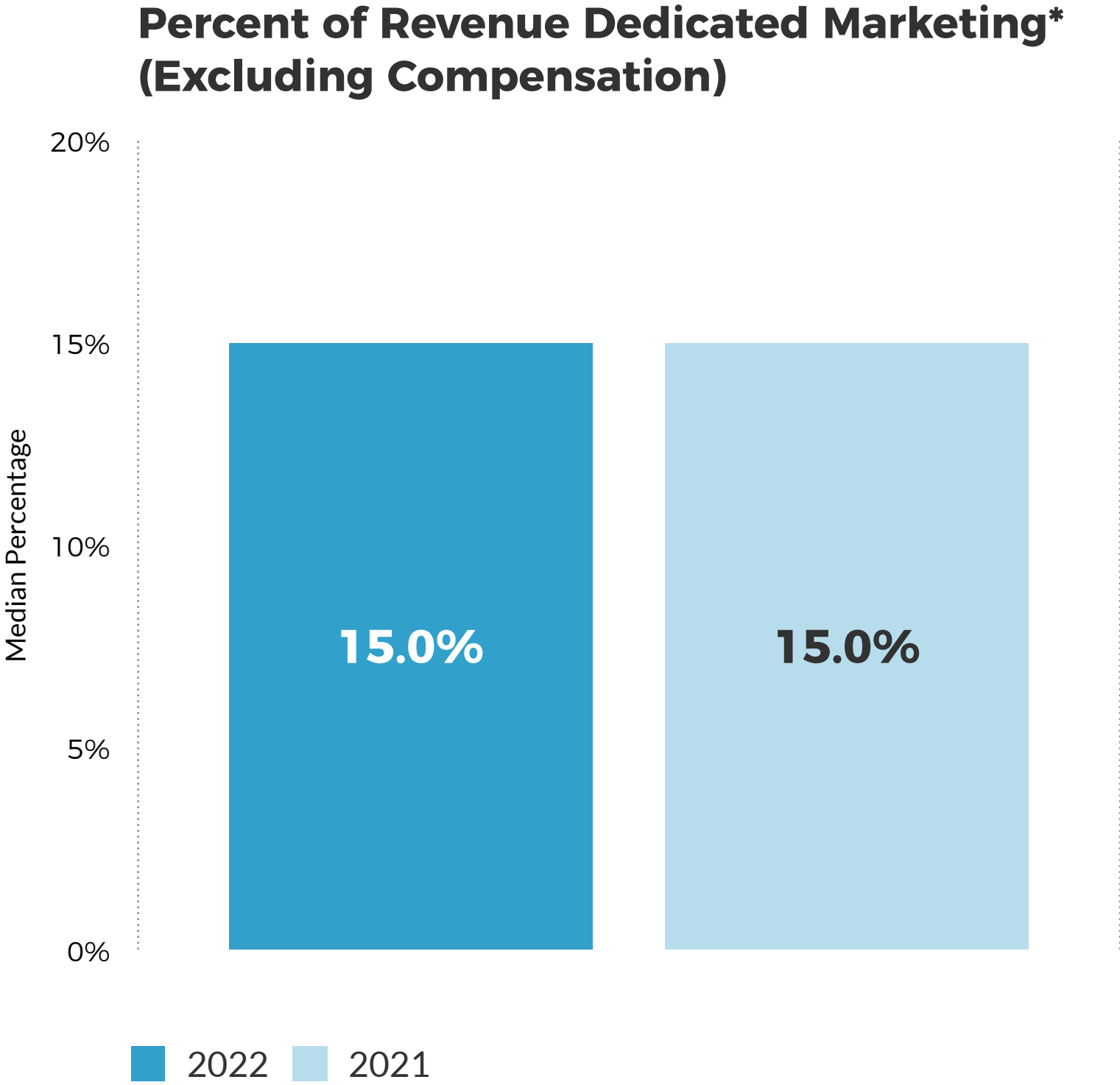
The pandemic-driven confusion and uncertainty that shook the professional services marketplace in the 2021 study has cooled as firms have begun to regain their footing.

For example, concern around unpredictability in the marketplace was reduced by 25% .

But this good news is tempered by a growing shortage of top talent and an increased concern around rising compensation costs.

While these forces affect each professional services industry differently ([see industry reports](#)) High Growth Firms have developed several strategies to mitigate their impact. These are covered in the [High Growth Analysis](#) section of this report.

Marketing budgets held at the same elevated level as last year—but are higher than previous years.



**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 an exact dollar amount.*

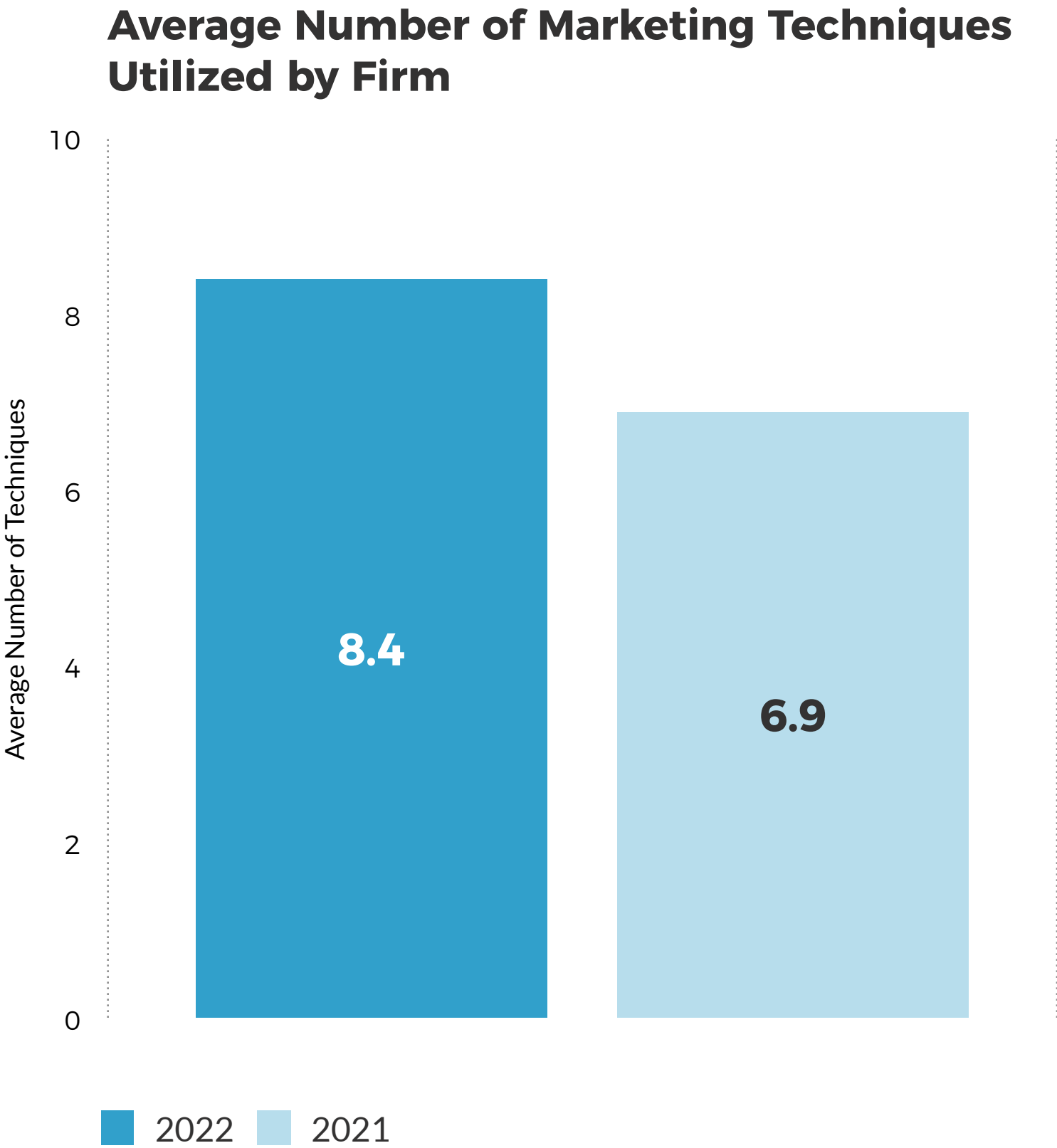
Last year saw a historic increase in marketing budgets. While many were hoping for a decline to more traditional levels, those hopes were put on hold.

Marketing budgets remained unchanged as firms found that the need to adapt to competitive pressure and changing buyer behavior remained strong.

PUT THE DATA TO WORK //

Specific budget numbers vary widely from industry to industry. See the [full report for your industry](#) before benchmarking your budget.

In the past year, firms have increased the marketing techniques they use by an impressive 22%.



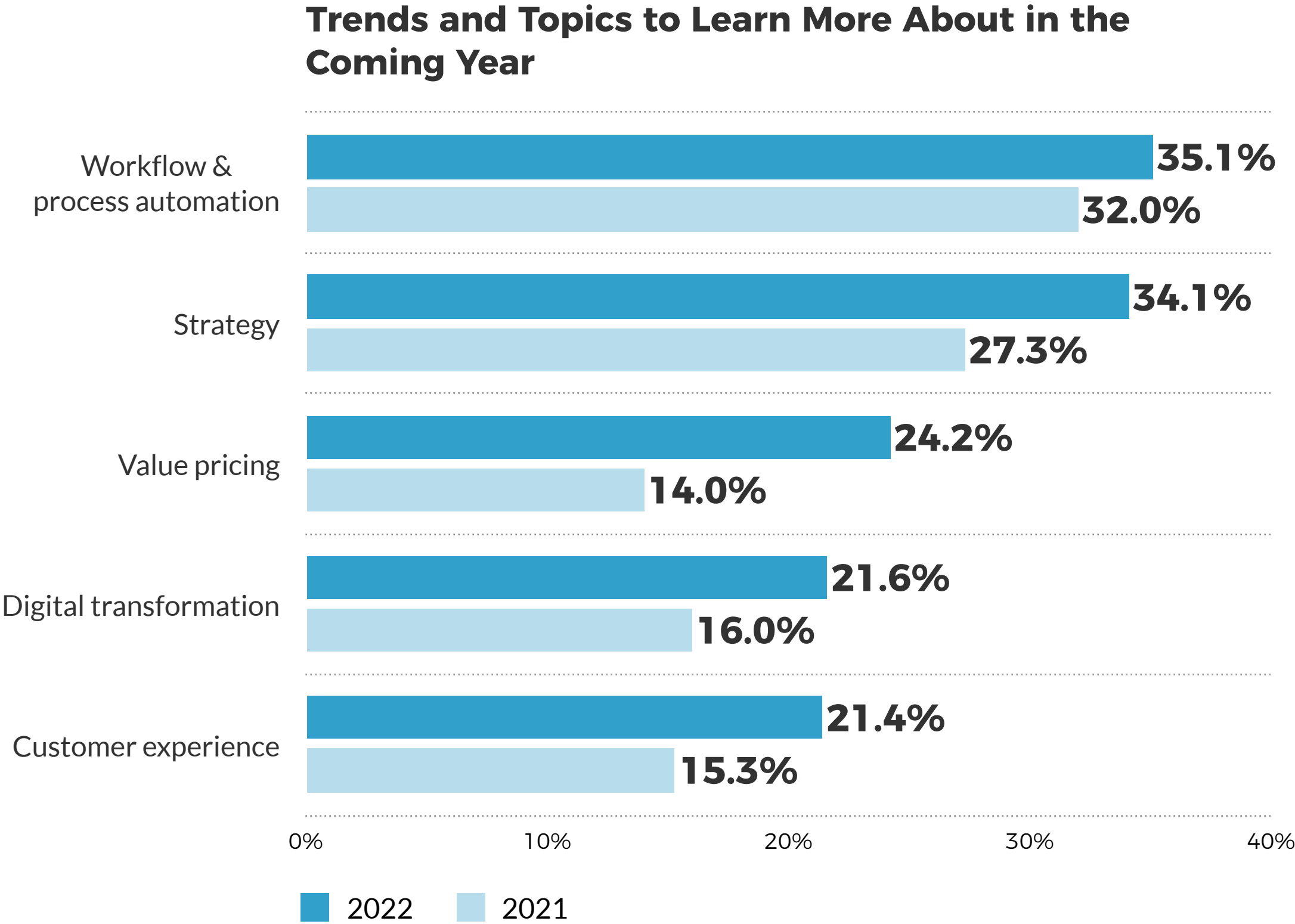
Firms are experimenting with new ways to build their business. The average firm increased the number of marketing techniques they use by 22%.

But not all experimentation has proven successful. We'll explore what is working and what is not in the [High Growth Analysis](#) section of this report.

PUT THE DATA TO WORK //

Clients' behavior has changed. Consider adding more digital techniques to your marketing mix. See the [High Growth Analysis](#) section to learn which techniques work best.

No longer a sleepy backwater when it comes to innovation, today's professional services firms are contemplating major changes in almost every aspect of their business models and processes.



While workflow & process automation is the leading area of focus when it comes to planning for the near future, strategy, value pricing and digital transformation also garnered more interest than the previous year. An interest in learning more about customer experience rounded out the top 5 gainers.

When we consider all of these trending topics, we can clearly see that the professional services are preparing for a rapid evolution.

Detailed breakdowns of these areas of future focus are available in the [individual industry reports](#).

PUT THE DATA TO WORK //

Consider using technology to reduce costs and improve client experience and value pricing to capture any added value. It is where the professional services are headed.

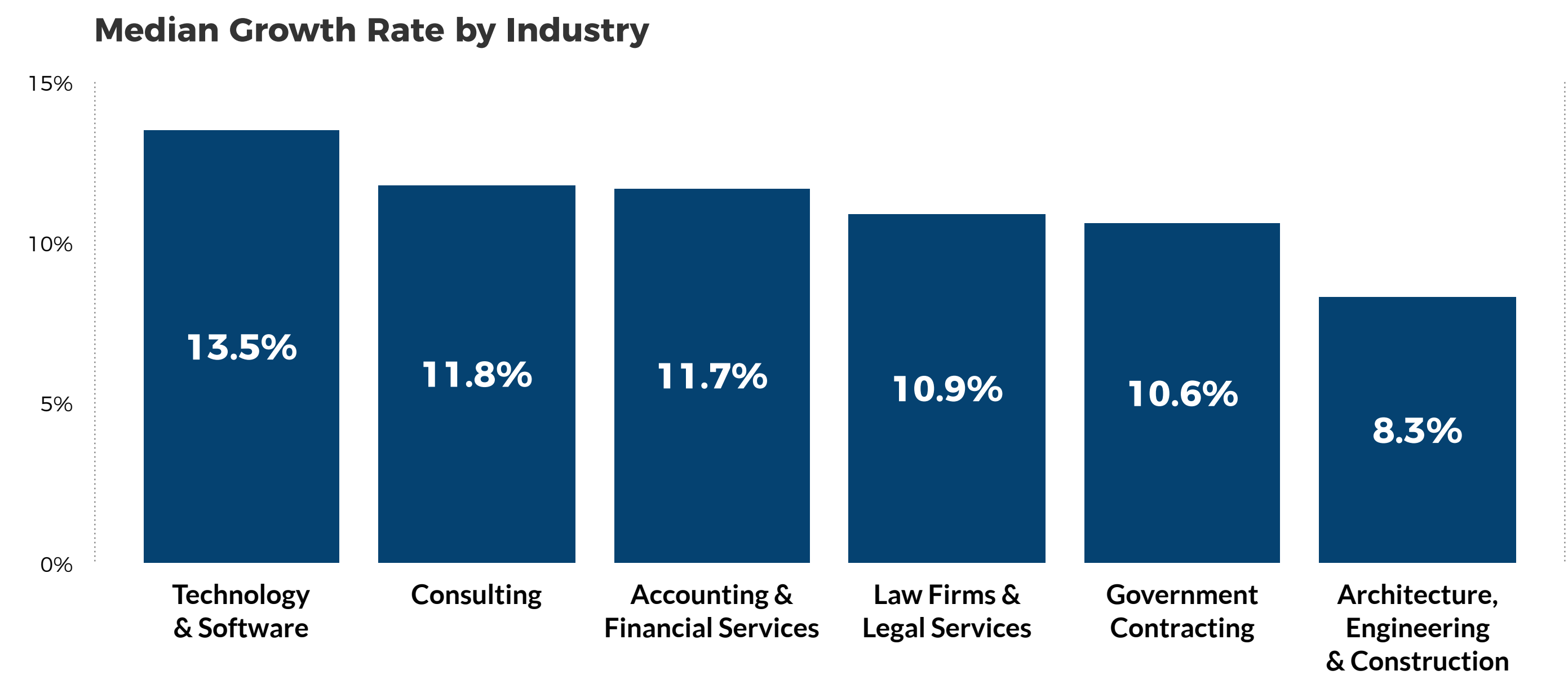


MAJOR TREND ANALYSIS

Industry Comparisons



Technology & Software was the fastest growing industry in a surprisingly strong growth year. As uncertainty eased, marketing budgets remained elevated, dependency on technology increased and growth surged.

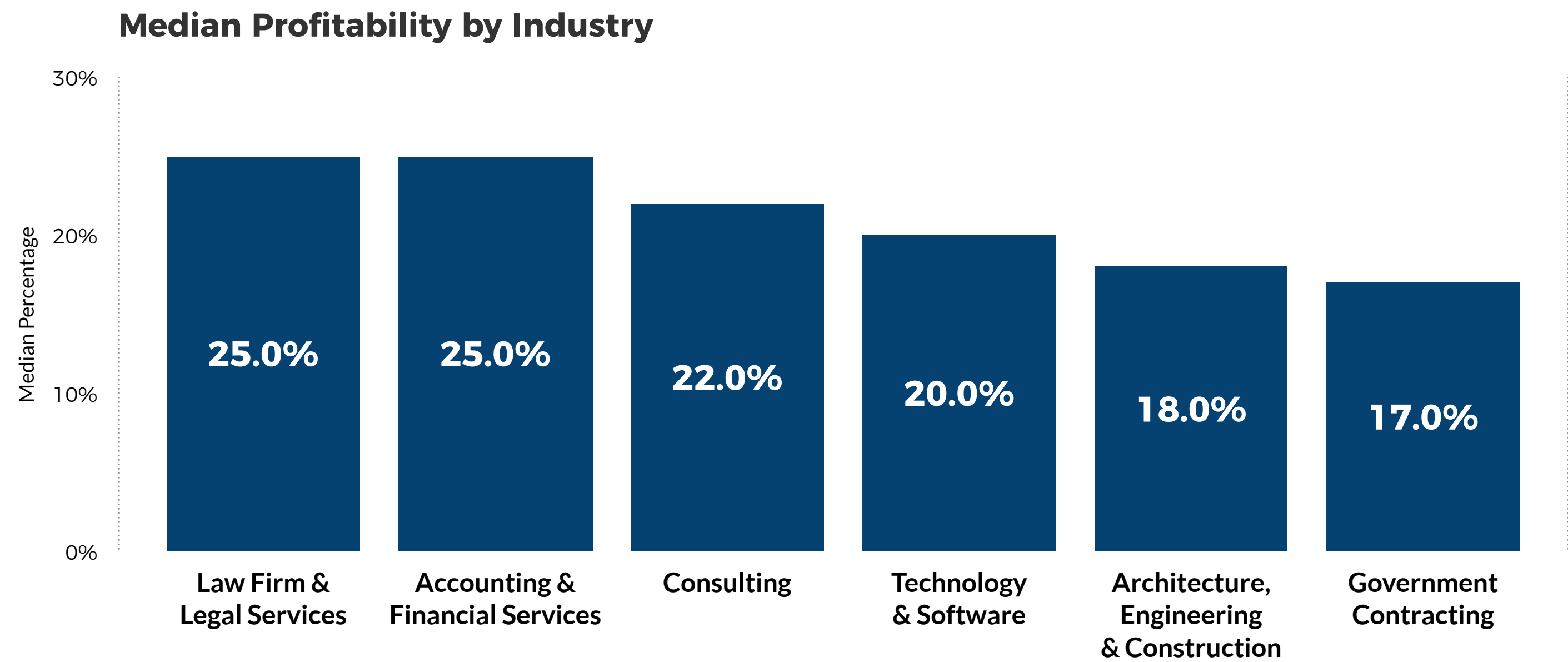


Technology & Software remained the growth leader again this year.

But Govcon and AEC faded into the last two spots as other industries picked up speed. Consulting and Accounting & Financial Services surged into second and third place while Legal remained in fourth place.

More detailed industry comparisons are available in the [individual industry reports](#).

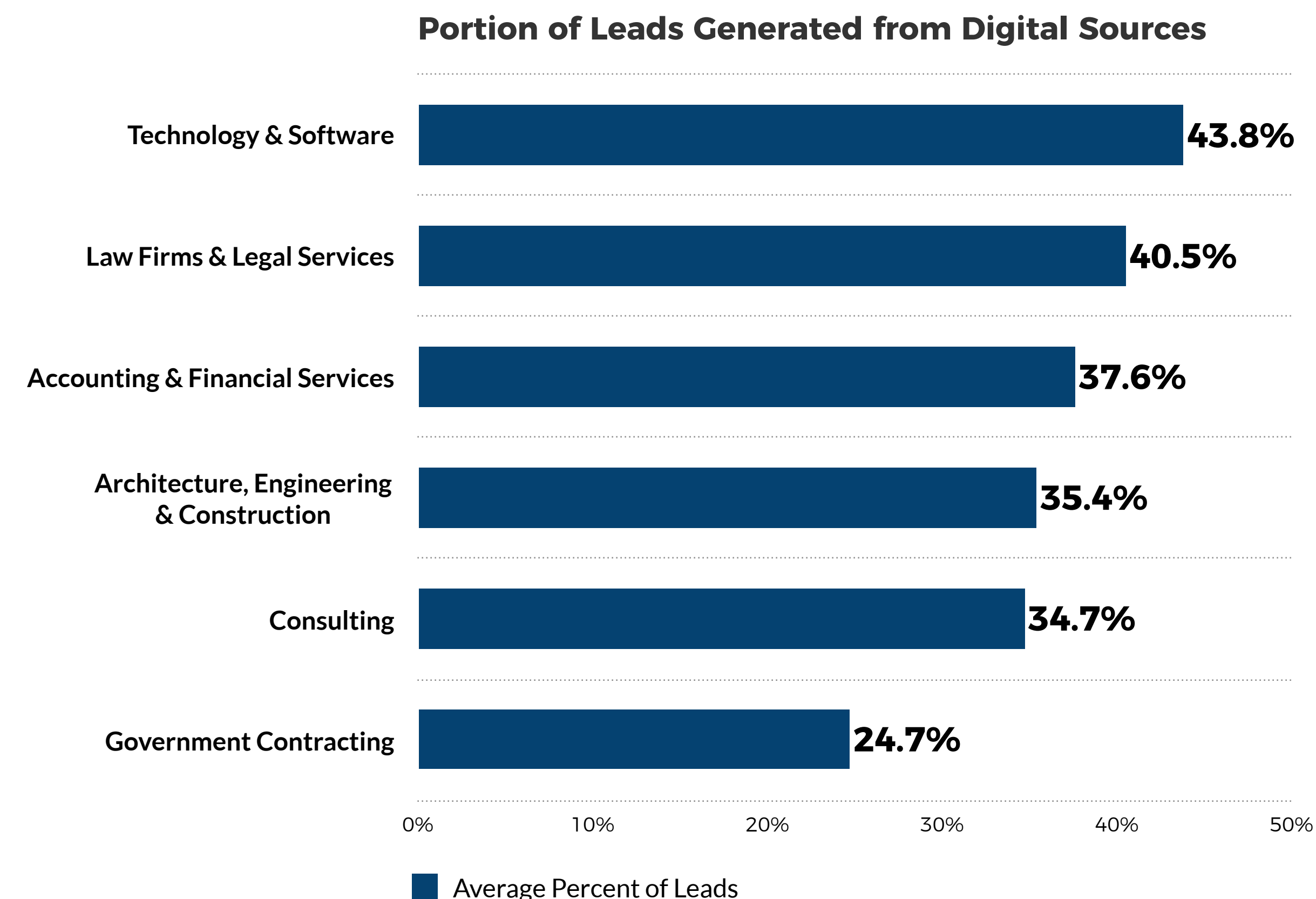
Profitability remained strong across the professional services, with Legal sharing the top spot with Accounting & Financial Services.



But profitability was not up across the board. Both AEC and Government Contracting took substantial hits in profitability.

These industry changes are explored in more depth in the [individual industry reports](#).

Technology & Software firms are the leaders in the race to generate digital leads. Other industries are lagging.



The pandemic-driven surge in online leads seen last year has moderated, with most industries showing scant progress.

There were exceptions. For instance, Accounting & Financial Services increased its digital leads by 19%. On the other hand, Government Contracting was down significantly from last year’s stellar performance.

The individual industry reports explore what factors drove these changes.

High Growth Firm Analysis



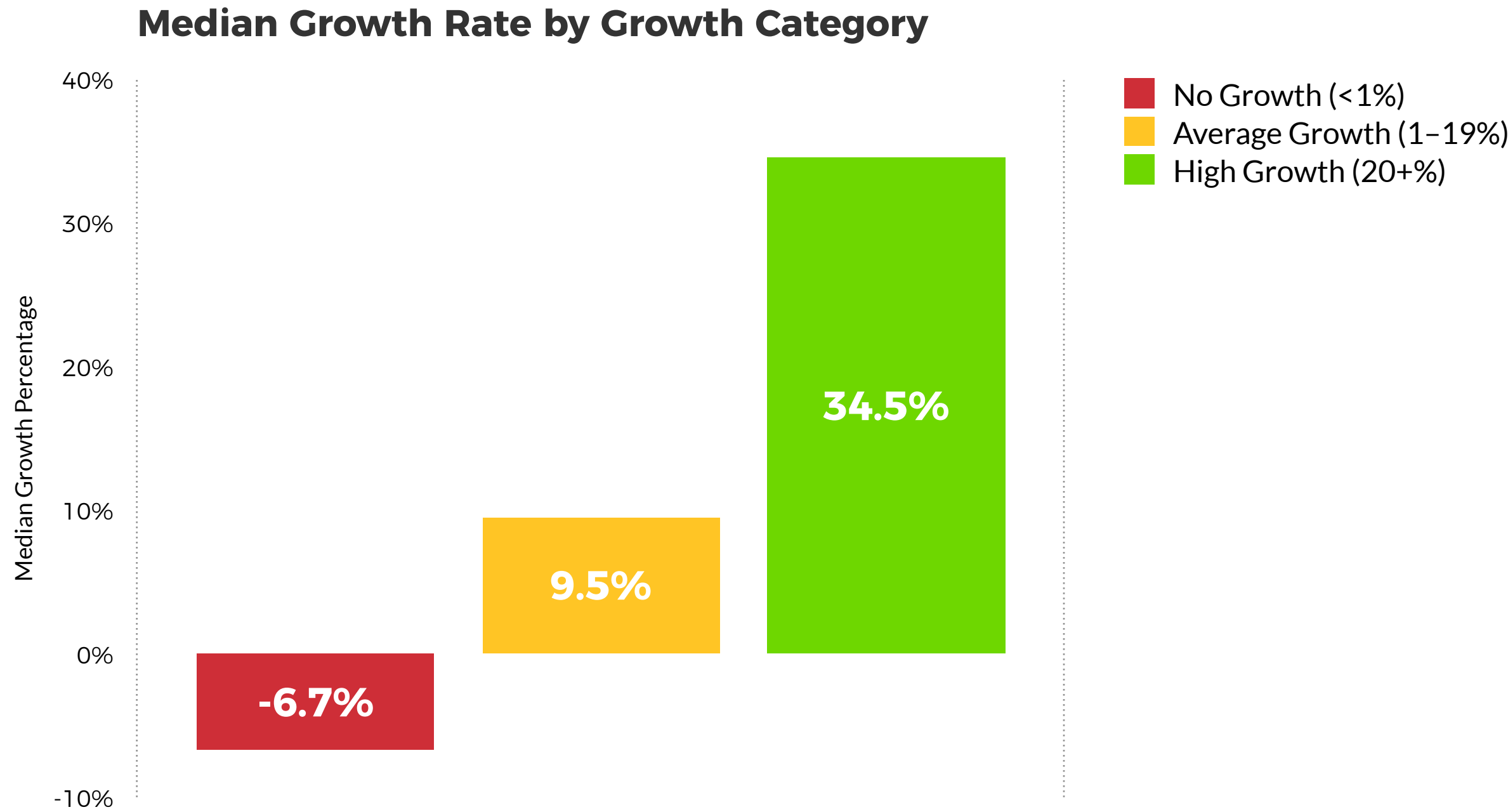


HIGH GROWTH FIRM ANALYSIS

Meet the High Growth Firms



High Growth firms are surging in top-line revenue while the No Growth group decline.



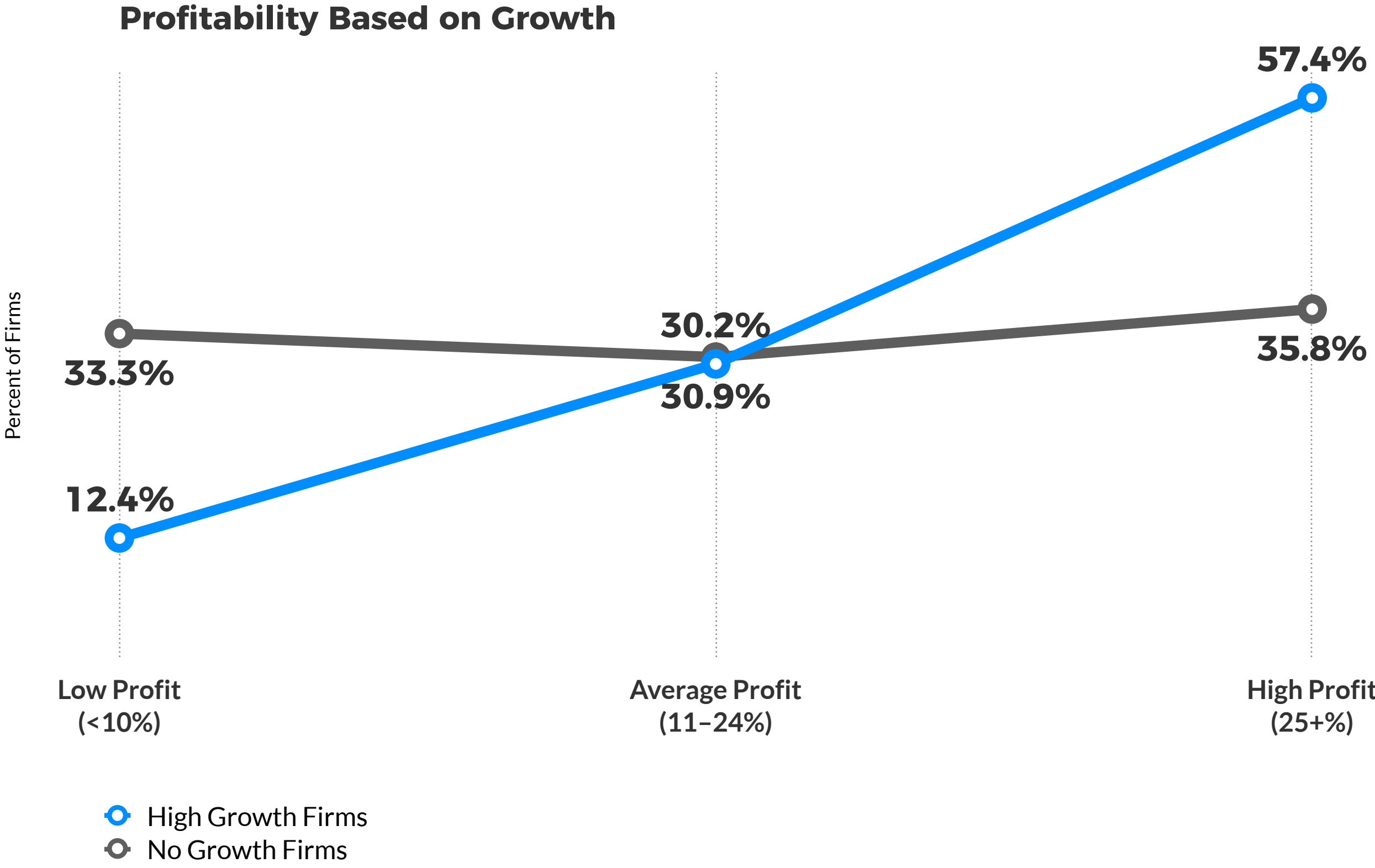
High Growth firms are defined as having a compound annual growth rate of 20% or greater over a three-year assessment period. About one in three firms in our sample earned that distinction.

High Growth firms had a median growth rate of 34.5%.

Average Growth firms expanded at a median rate of 9.5%. No Growth firms languished at a median growth rate of -6.7%.

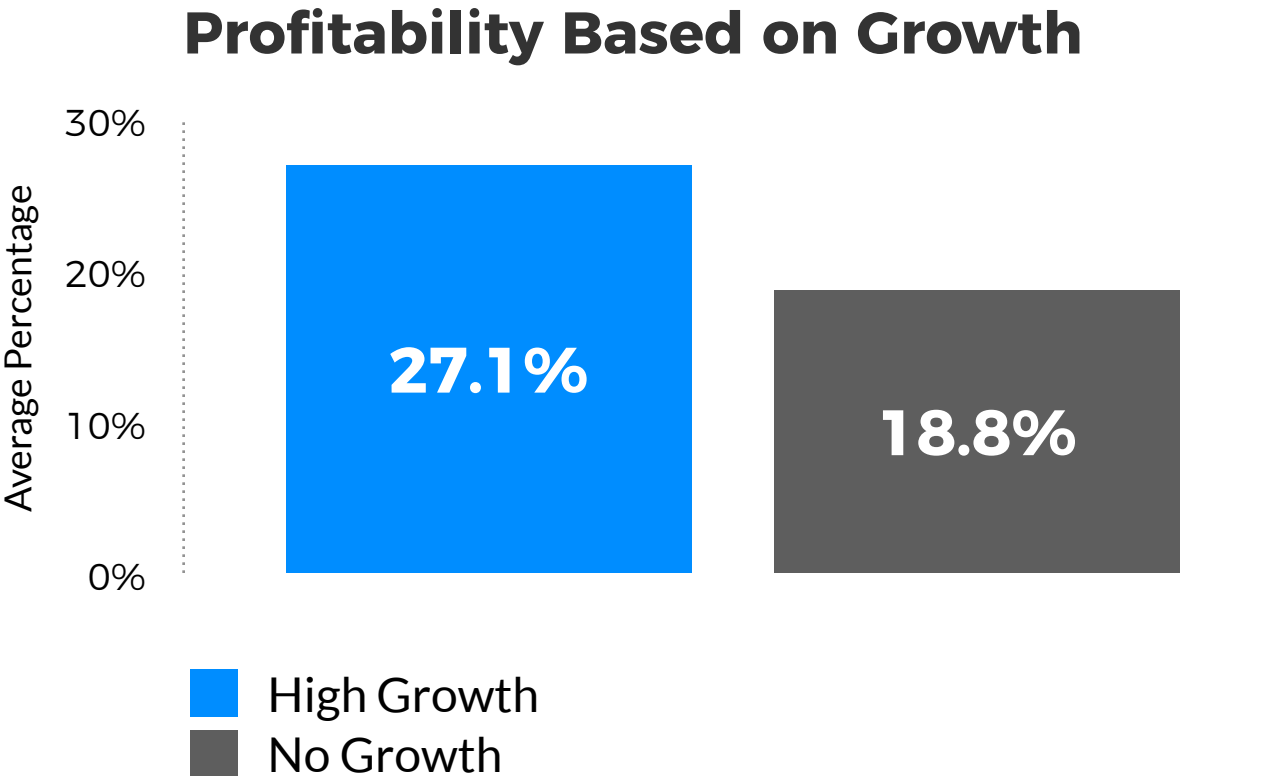
High Growth firms grew over three and one-half times faster than their Average Growth peers.

High Growth firms are also much more likely to be highly profitable than No Growth firms.



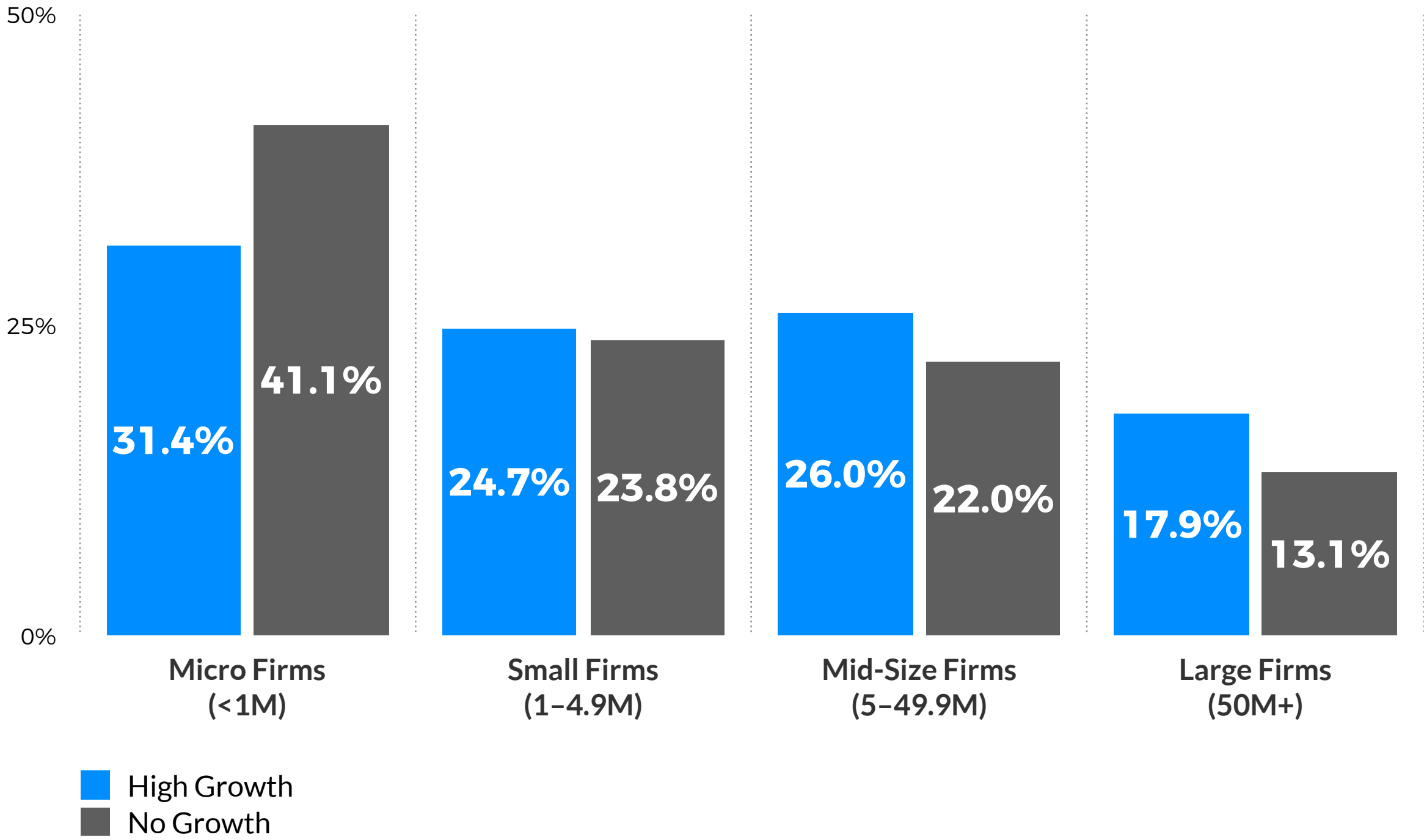
High Growth firms are not only growing faster, they are also much more likely to be highly profitable and much less likely to be low profit.

A common perception that rapid growth diminishes profitability does not seem to be the case.



High Growth firms come in all sizes, but there are some sweet spots.

Firm Size Based on Growth Category



Firms of all types and sizes are capable of becoming High Growth superstars.

We have often found that mid-sized firms have a statistical advantage when it comes to rapid growth. This year’s results show large firms share it.

See the section on [Strategy](#) below to find out why.

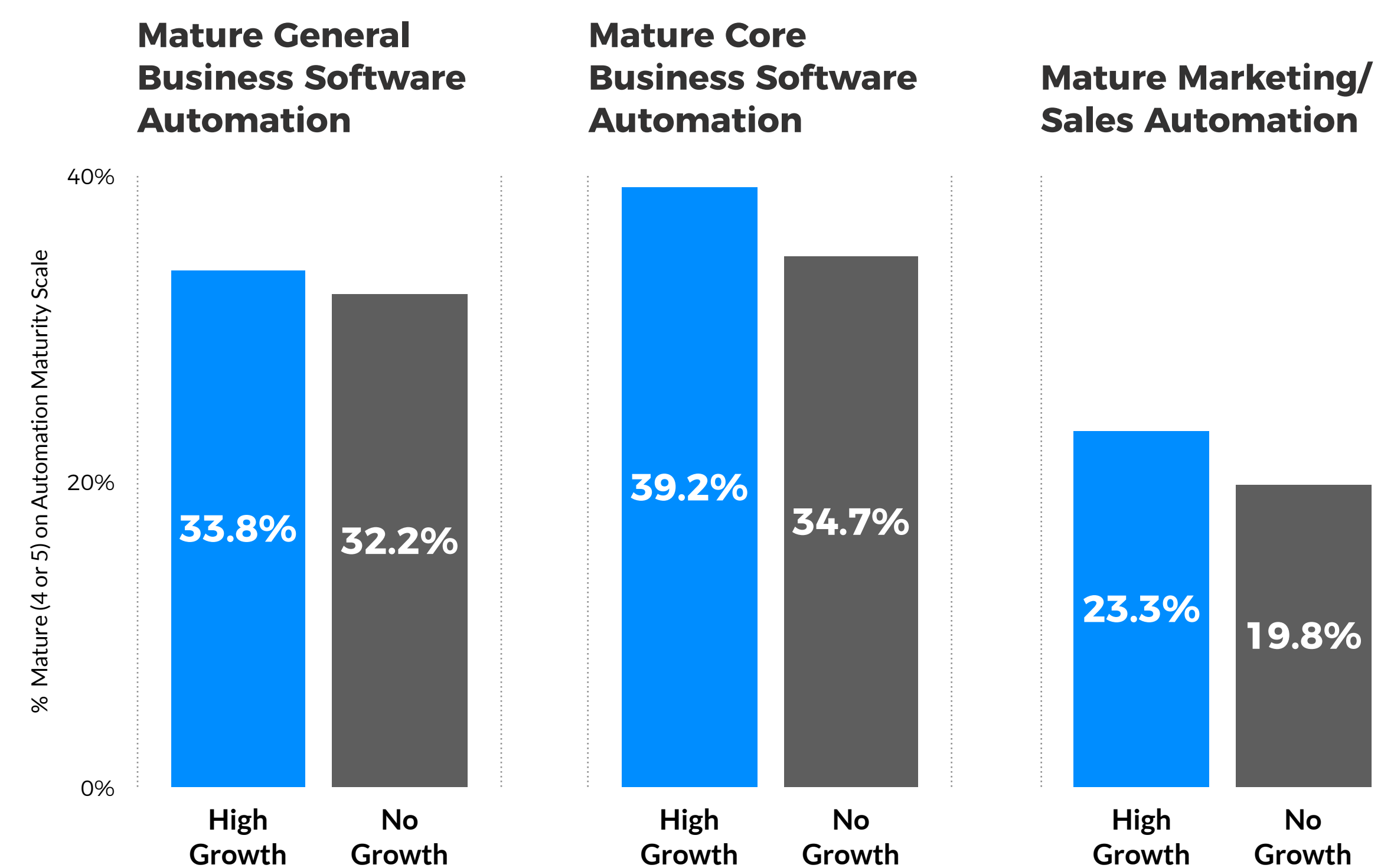


HIGH GROWTH FIRM ANALYSIS

Key Advantage: Technology



High Growth firms have more mature automation strategies across multiple business processes.



We investigated firms’ automation maturity across three types of business processes.

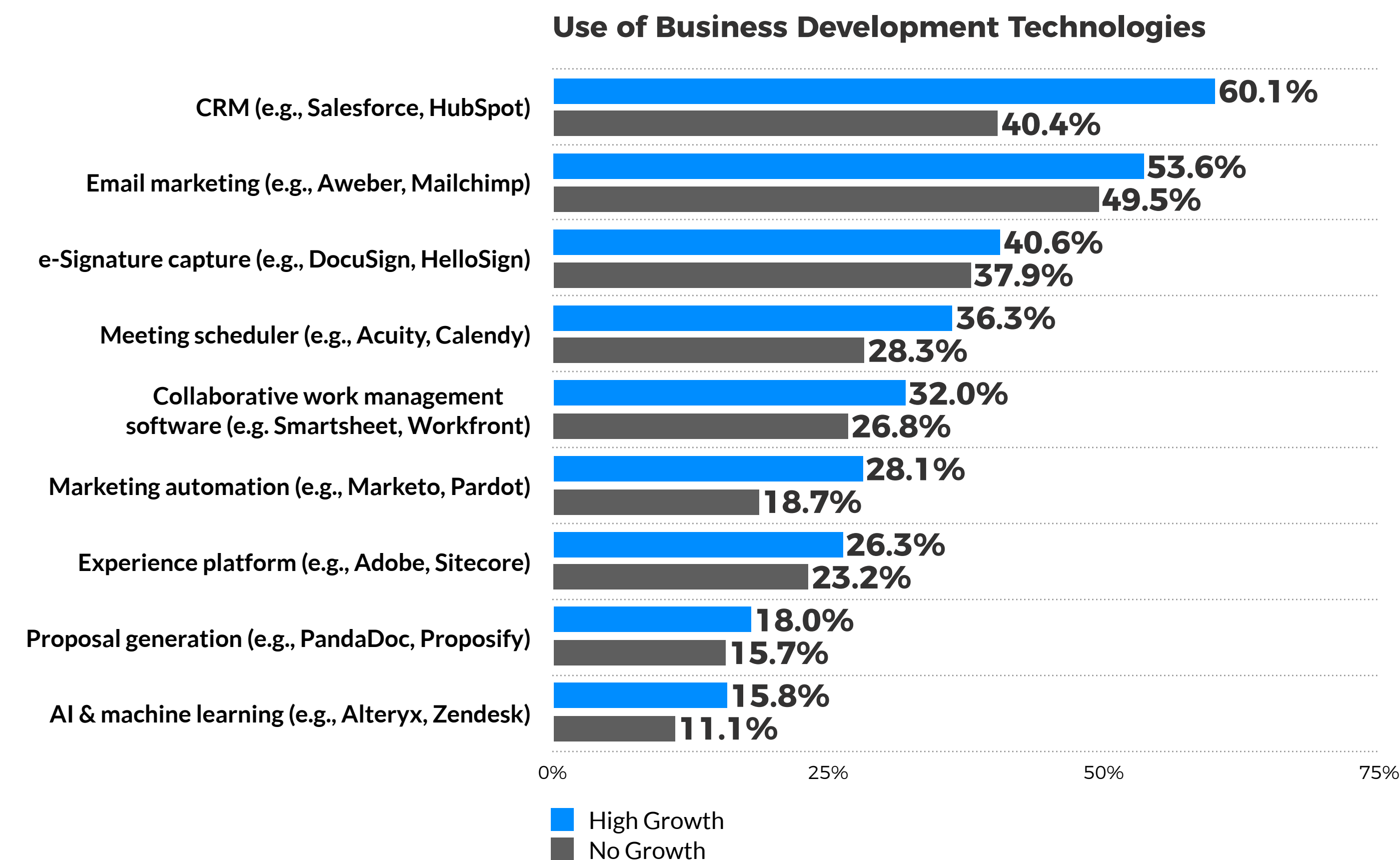
High Growth firms have the biggest advantage in core business software that is at the heart of supporting service delivery. Interestingly, workflow and process automation is the #1 topic that most firms want to learn about this year. The High Growth firms are already there.

They also excel in marketing and sales support . Their advantage, however, is minimal in general purpose business software.

Automation Maturity Scale	
0 - No Automation	No automation is used for this process.
1 - Ad Hoc	Most processes are performed manually. No overall automation strategy or budget. Individual initiatives only.
2 - Opportunistic	Reactive to specific problems as they arise. Limited planning and budgeting. Typically done at a department level.
3 - Systematic	Proactive approach using specific metrics and targets. Specific strategy and goals. Normally conducted at the program level (multiple departments).
4 - Institutionalized	Automated processes are a way of life. Accepted and widely used throughout the firm. Formal strategy goals and budgets.
5 - Optimized	Highest level of automation. Technology automatically adapts and optimizes to changing business needs. Strategy is built around this technology.

Mature Automation —

High Growth firms' elevated level of automation maturity is reflected in their heavier use of marketing and business development technologies.



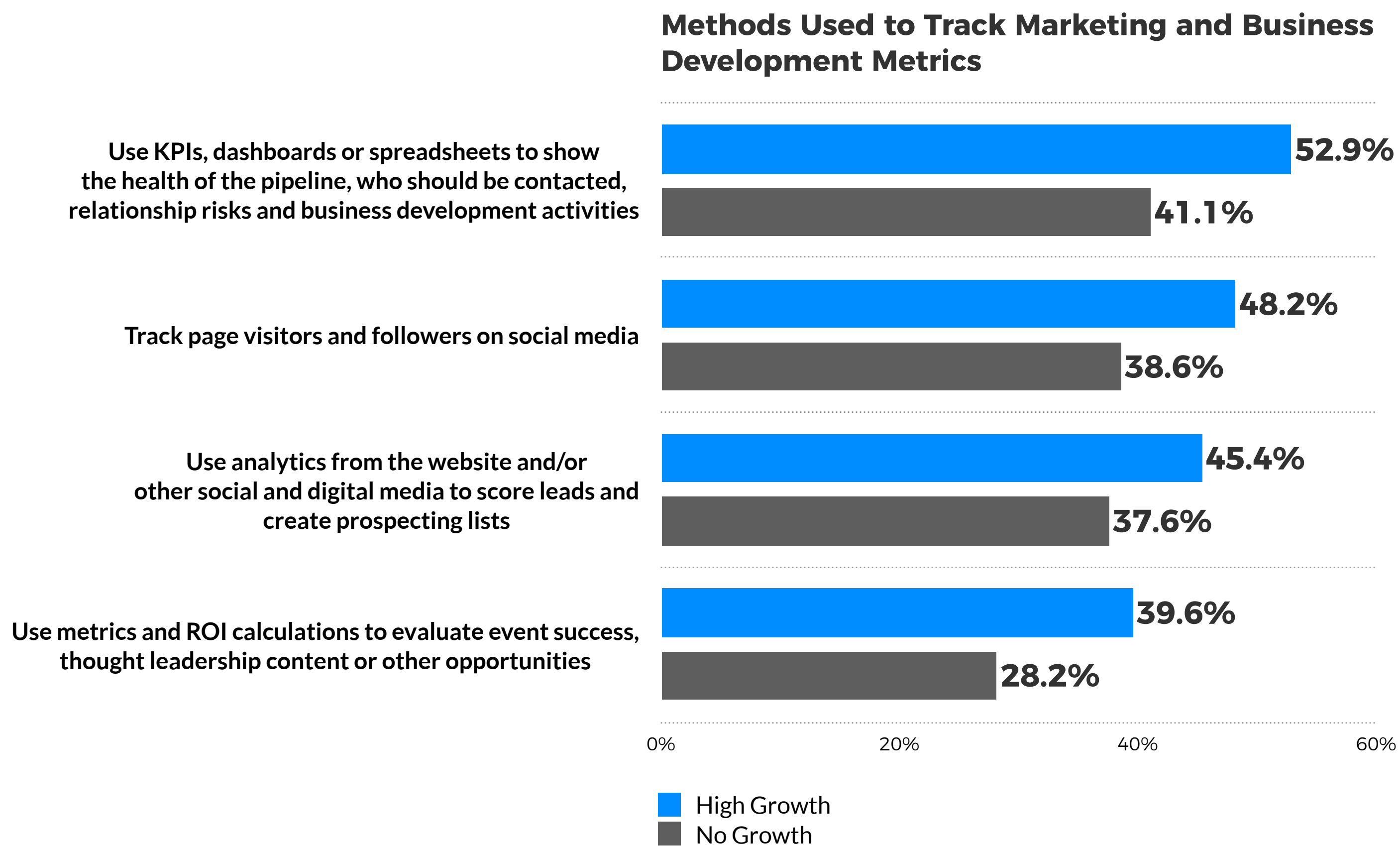
Not only are High Growth firms more sophisticated users of technology, they also use it more often.

A wider range of technologies, used with a higher level of sophistication, can dramatically impact a firm's overall success.

PUT THE DATA TO WORK //

Put marketing and business development technologies to work in your firm. A good CRM system provides the single biggest advantage and is a great place to start.

High Growth firms are also more frequent users of marketing/BD tracking technologies.

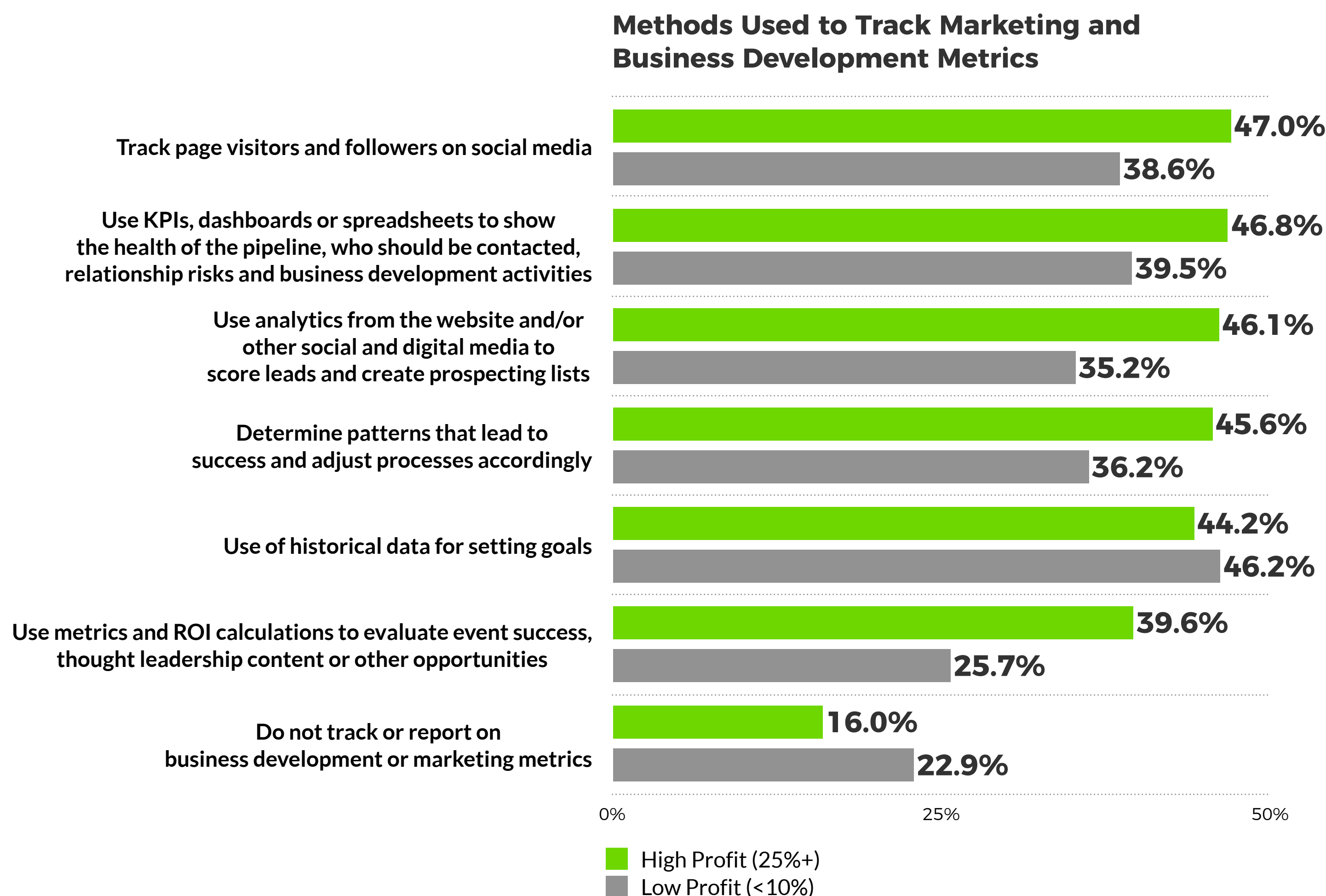


Not surprisingly, High Growth firms are more likely to use this more sophisticated and comprehensive tracking regime.

PUT THE DATA TO WORK //

Tracking marketing and business development performance is essential to improved performance. Use multiple metrics to optimize your process.

More detailed tracking of marketing and business development metrics is one of the keys to higher levels of profitability.



And not too surprisingly, using this more sophisticated strategy results in better operational decision-making.

The results can be seen in the profitability levels associated with each measure.

If you don't track or only use historical data you are more likely to be in the Low Profit category.

If you use more sophisticated and comprehensive approaches you are more likely to be in the High Profit group.

PUT THE DATA TO WORK //

Use this data to help select which techniques are most effective for improving bottom-line performance. Try adding tracking techniques that you are not already using.



HIGH GROWTH FIRM ANALYSIS

Key Advantage: Talent



High Growth firms have access to more highly skilled talent than their No Growth competitors.

AVERAGE DIFFERENCE IS 3.8%

Marketing Function Skill Rating

Marketing Technique	High Growth— Average Skill Level	% Higher than No Growth Skill Level
Search Engine Optimization (SEO)	5.7	7.3%
Research	6.6	4.7%
Simplifying Complex Concepts	7.2	4.3%
Strategy Development	7.2	4.3%
Data Analytics	5.9	3.4%
Social Media	6.2	1.6%
Face-to-face Networking	7.0	1.4%

On a scale of 0-10

We have observed that High Growth firms have a small but consistent skills advantage in critical marketing and business development skills. The chart shows the skill areas and level of advantage enjoyed by High Growth firms.

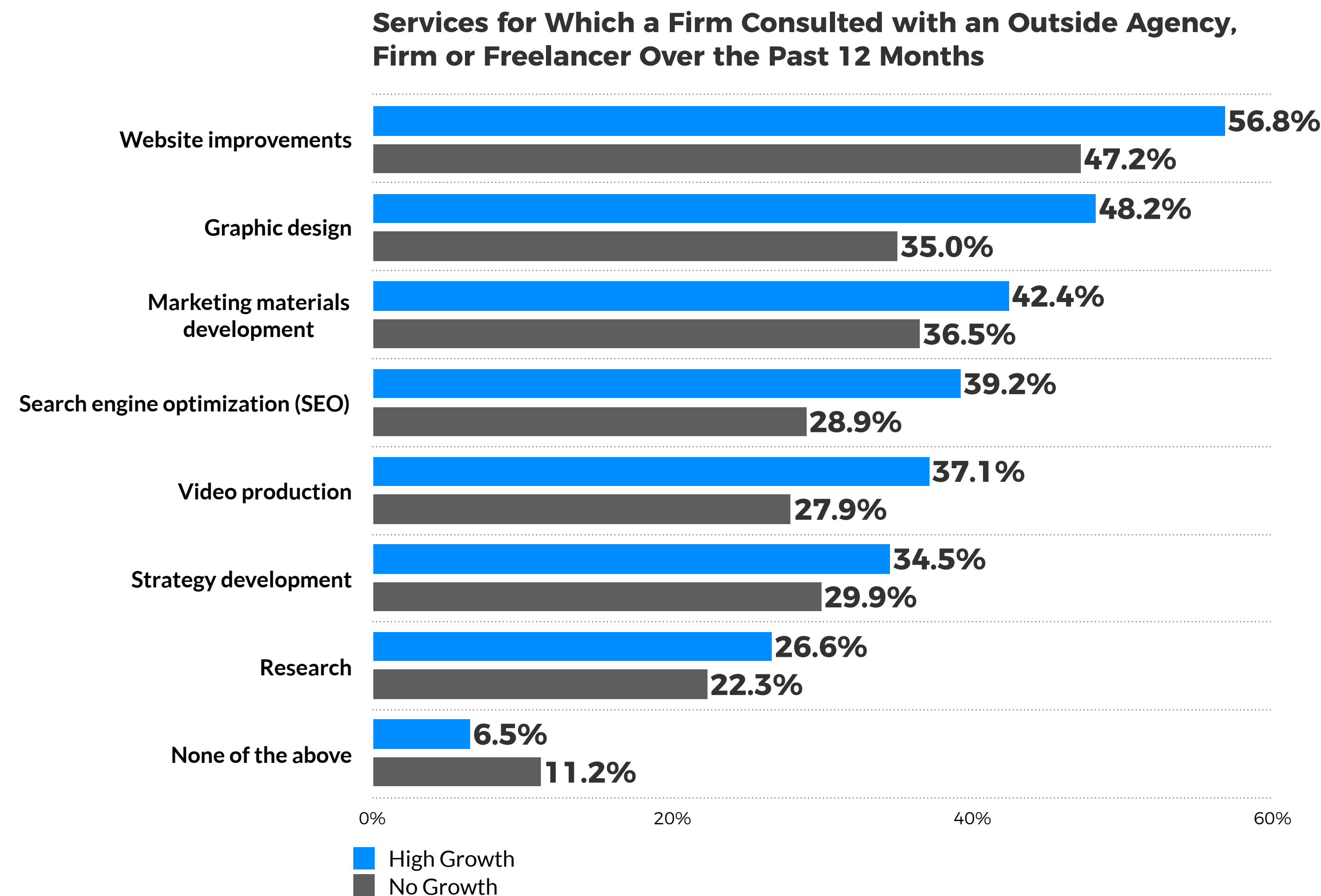
This advantage is strongest in the areas of search engine optimization (SEO) and research and weakest in the more traditional areas of face-to-face networking and social media.

In later sections we'll see why this advantage is so important in achieving meaningful results.

PUT THE DATA TO WORK //

Consider investing more in training in critical marketing and business development skills and hiring talent with the needed skill sets.

In addition to hiring skilled talent, High Growth firms are more likely to consult with outside agencies, firms or freelancers.



Don't have all the critical skills represented on your staff?
How do you cover any gaps?

The High Growth firms are likely find outside talent in the form of agencies and freelancers.

Bottom line? There is more than one way to win the war for top talent.

PUT THE DATA TO WORK //

Retaining outside talent is a more flexible alternative to hiring. This is especially true with specialized skills that may not be needed every day, such as SEO, graphic design or research.

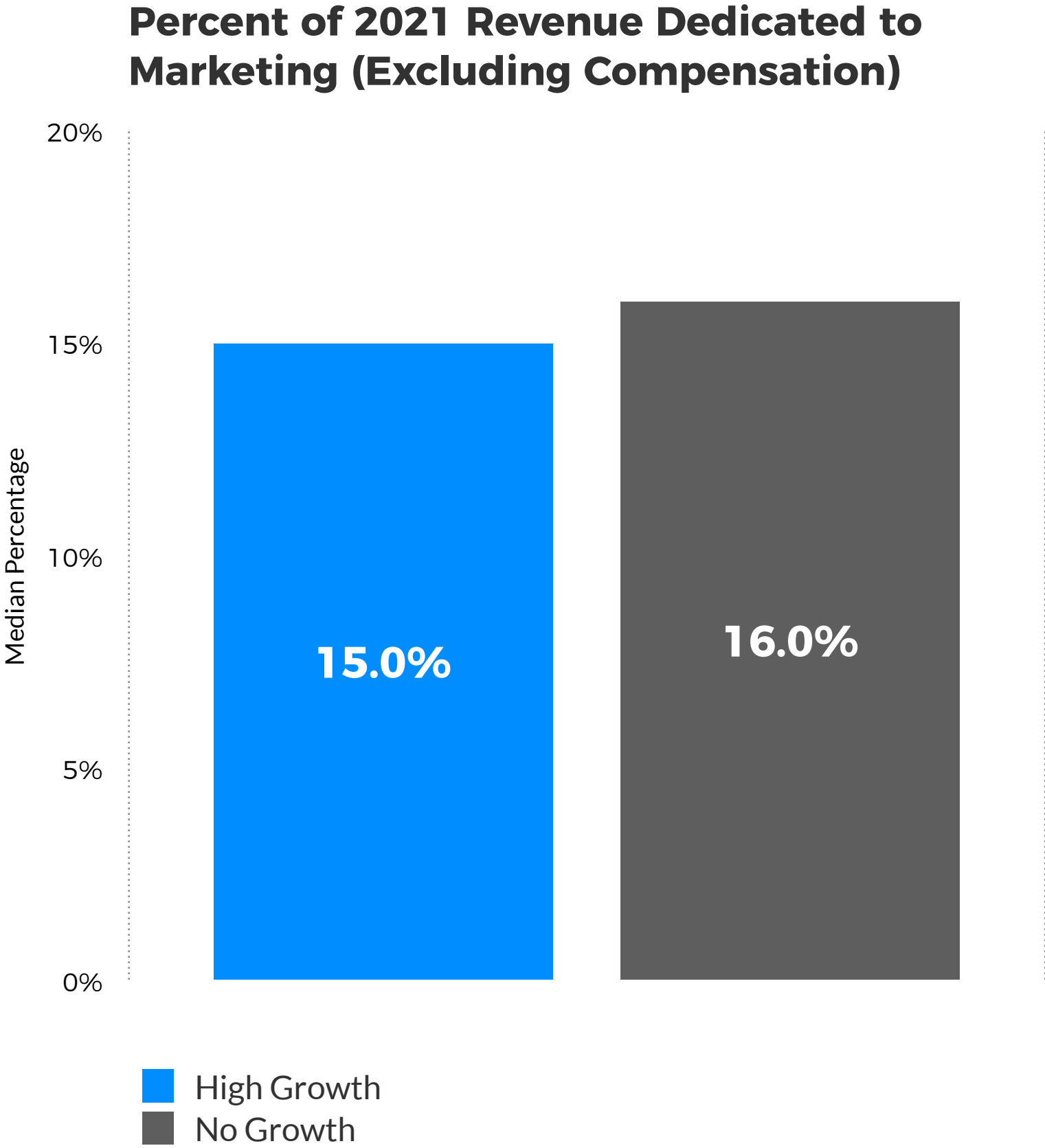


HIGH GROWTH FIRM ANALYSIS

Key Advantage: Marketing



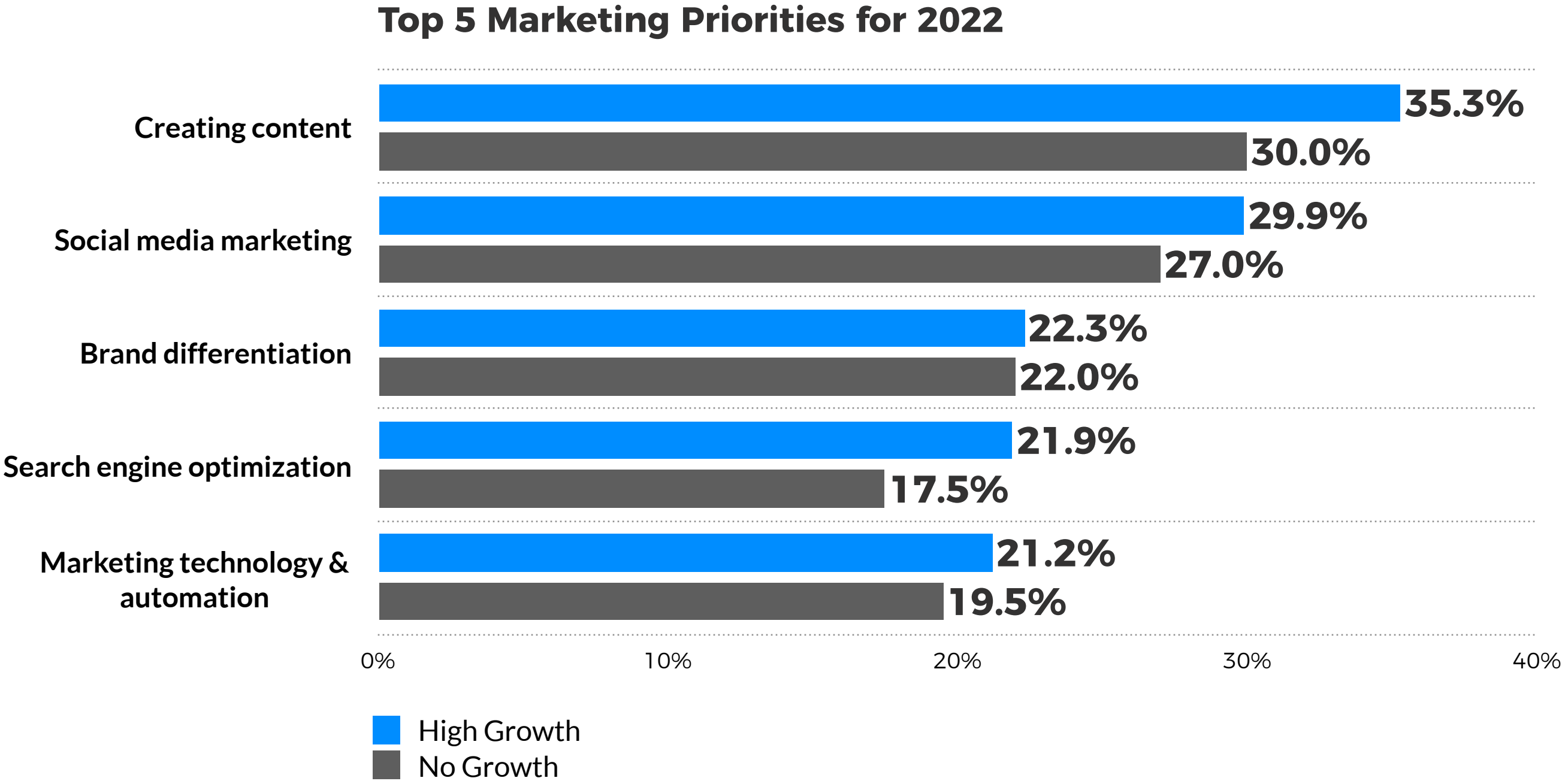
Marketing investment is similar among High Growth and No Growth firms—but the High Growth firms are outperforming their peers.



While overall marketing budgets remain elevated across the board, the High Growth firms have managed to get more growth and profitability from the same (or even slightly smaller) spend.

This is an impressive accomplishment, and one we can learn from. It's not just how much you invest, but *what* you invest in.

Creating content is the top marketing priority for High Growth firms in 2022.



While creating content tops the priority list, two other items with proven impact—search engine optimization and marketing technology & automation—make the top 5 priority list.

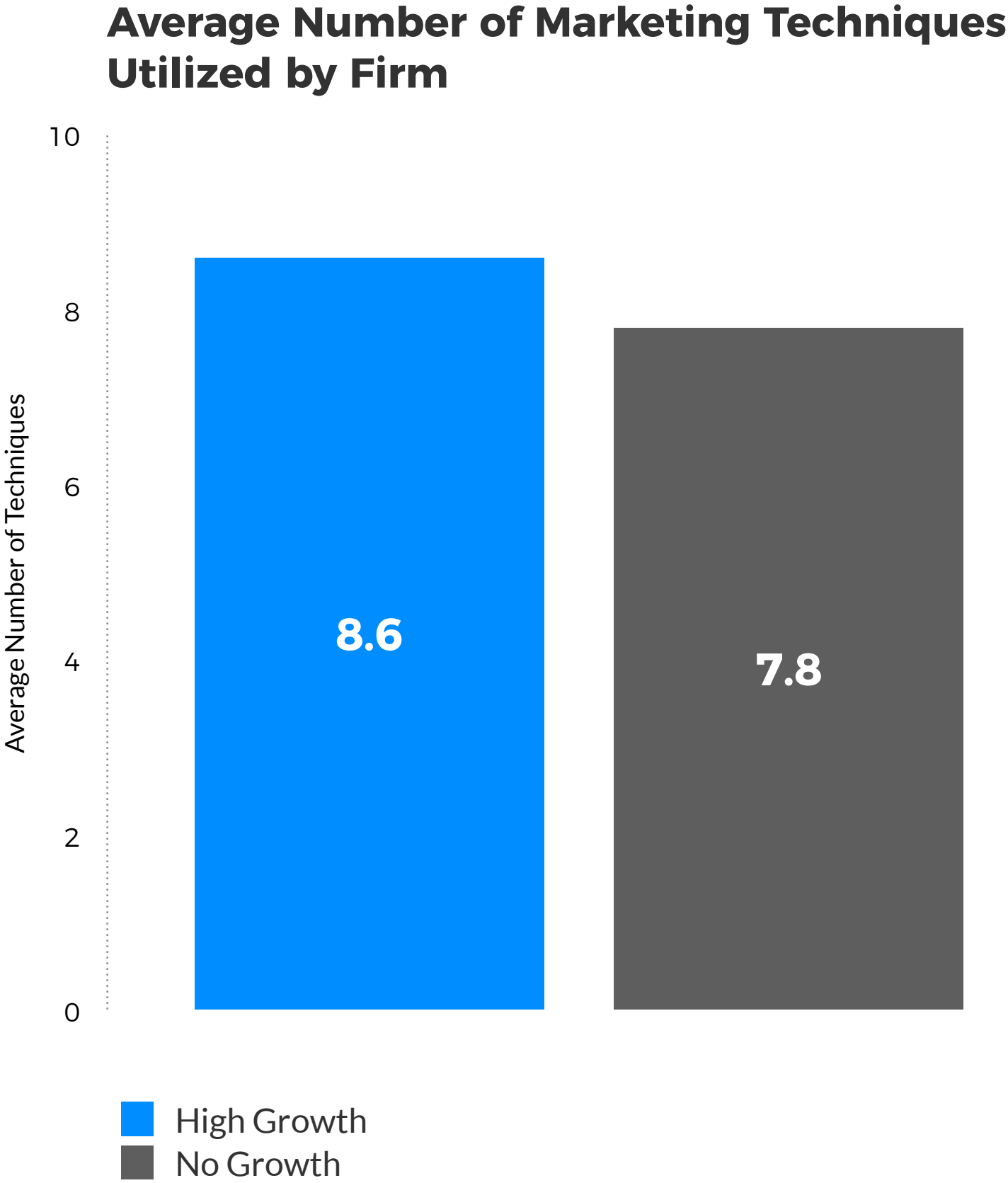
Brand differentiation remains an important priority for all firms.

Social media marketing also continues to be a marketing priority as marketers continue to deal with the effects of the pandemic and limited face-to-face events.

PUT THE DATA TO WORK //

Note that High Growth firms are prioritizing techniques that support a digital-focused thought leadership strategy (content, SEO, social media and marketing technology). Compare this to your own priorities and consider adjusting your strategy accordingly.

One of the key differences is that High Growth firms use marketing techniques more intensively.

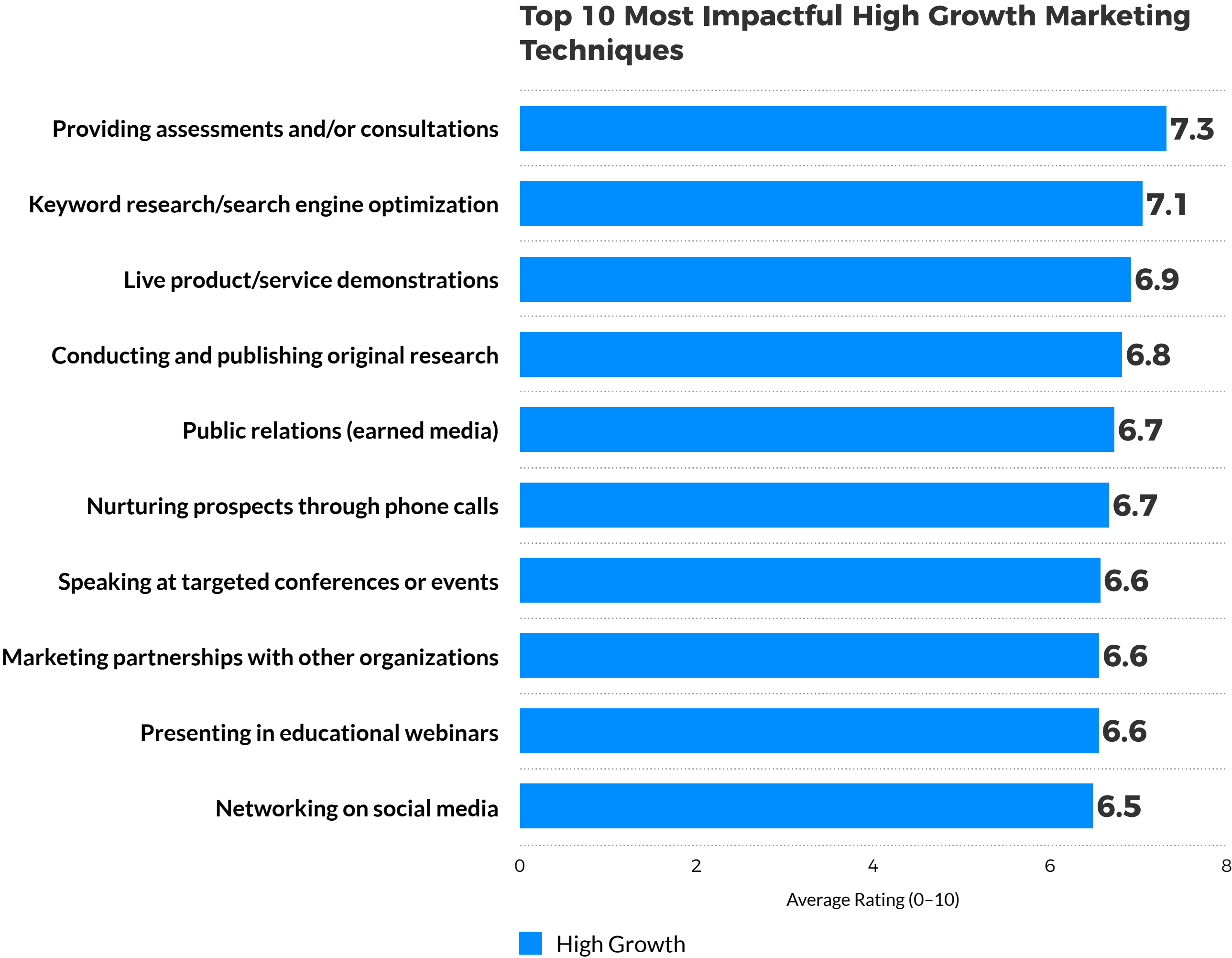


Put simply, High Growth firms use about 10% more marketing techniques than do their slower growing peers.

Using more techniques, more skillfully, (See [Talent](#) section above) seems to deliver superior results.

Let’s examine which specific techniques High Growth firms are already using and the impact they are having.

What work best to drive growth? Here are the Top 10 most impactful marketing techniques for High Growth firms.



Despite their slightly smaller marketing budgets, High Growth firms enjoy more impact from the marketing techniques they use.

Notice that there are a mix of purely digital techniques (e.g. SEO, educational webinars), traditional face to face (e.g. speaking at events) and some that can be used face to face and digitally (e.g. assessments and consultations)

Also, remember that most firms will not use all these techniques. The important guidance is to be in the communications channels where your potential clients are researching business challenges.

PUT THE DATA TO WORK //

Use this list to help select high impact techniques to include in your marketing plan. Make sure you also consider where your clients search for answers to business issues.

What are the No Growth firms missing? Three high impact marketing techniques are largely overlooked by the slow growing firms.

Impactful Techniques Overlooked by No Growth Firms

- Keyword research/search engine optimization
- Conducting and publishing original research
- Networking on Social Media

These techniques fall outside of the top 10 impactful techniques for No Growth firms.

When we looked at the top 10 most impactful techniques, we noticed something interesting. High Growth firms get much greater impact from three specific techniques:

- Keyword research/Search Engine Optimization (SEO)
- Conducting and publishing original research
- Networking on social media

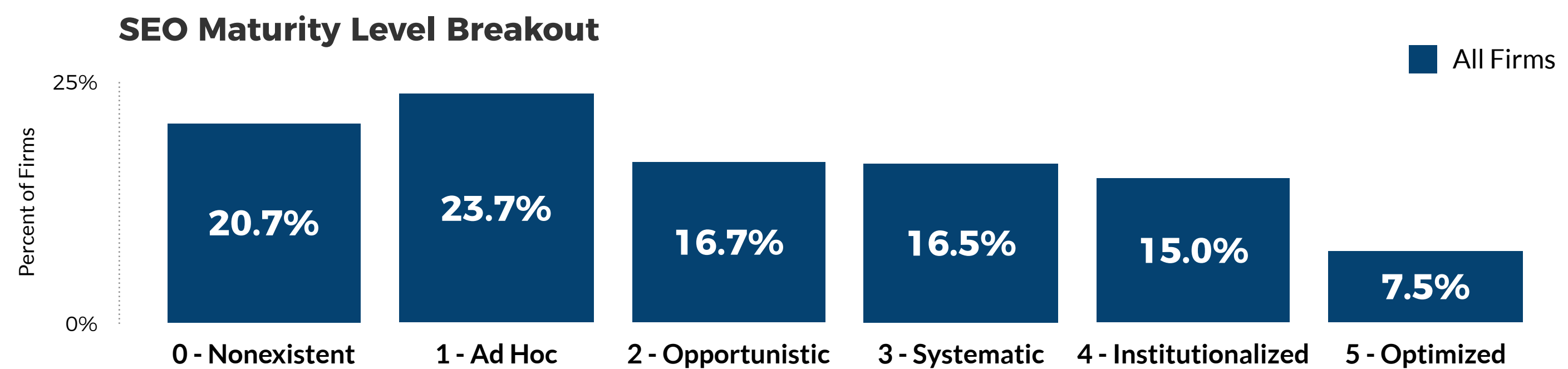
Interestingly, these three techniques all "work together" to reinforce each other and form the core of a digital marketing strategy.

Let's take a closer look at the role SEO plays in High Growth.

PUT THE DATA TO WORK //

Consider increasing your focus on the three critical techniques that give High Growth firms much greater impact (SEO, publishing original research, and networking on social media).

Currently, professional services firms are struggling with their SEO maturity.



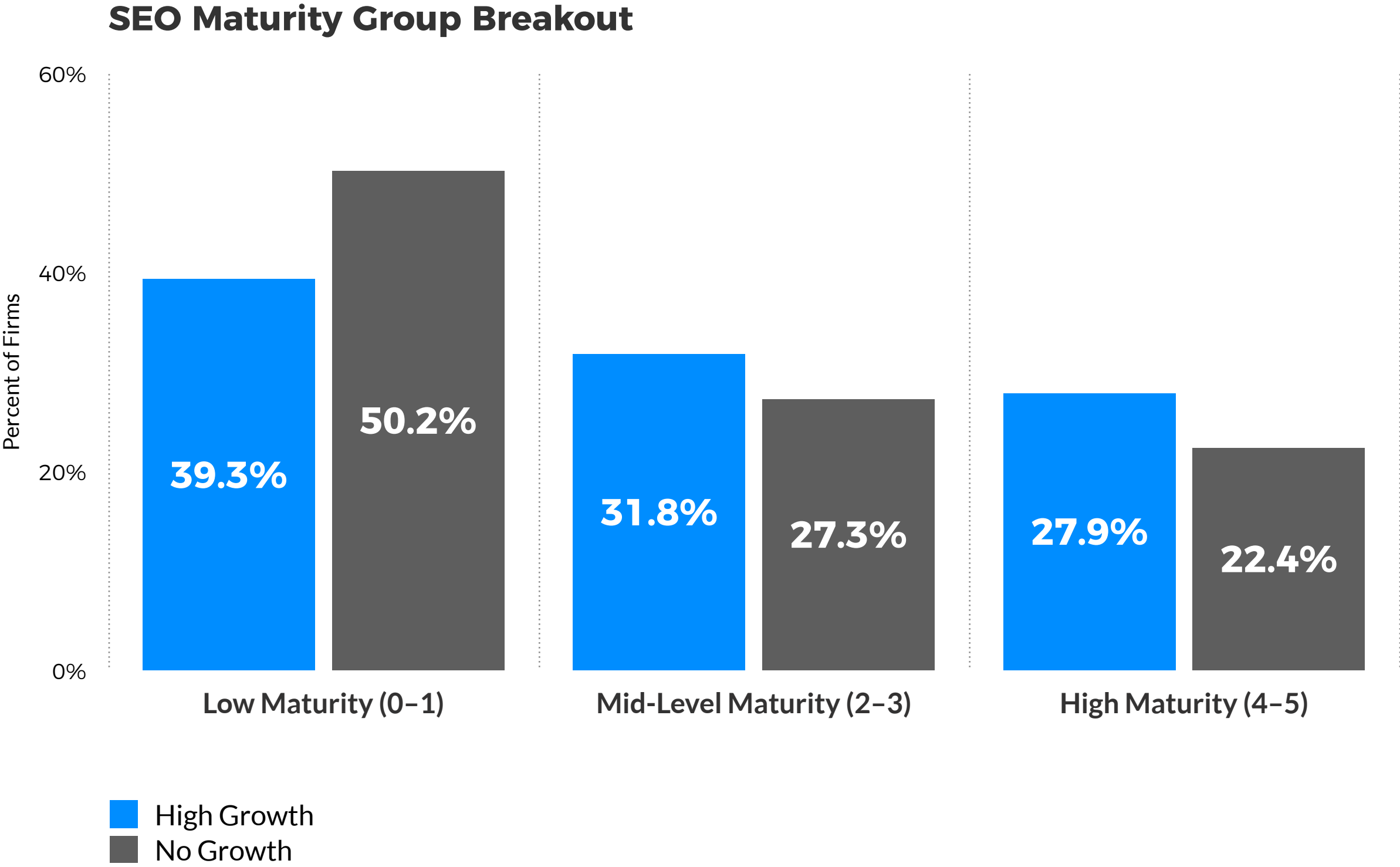
While many firms use SEO, the overwhelming majority are operating at a very low level of maturity.

This provides an opportunity to gain a competitive advantage by increasing the level of your SEO maturity

As you will see, this is exactly what many High Growth firms are in the process of doing.

SEO Maturity Scale		
Low Maturity	0 - Nonexistent	There is no discernible SEO strategy or tactical implementation.
	1 - Ad Hoc	We may do some basic SEO best practices, but it tends to be ad hoc inclusion with little structure or planning. The skills and the work meet minimum industry standards, but work is fairly basic and perhaps not cohesive.
Mid-Level Maturity	2 - Opportunistic	We believe in the value of SEO, and we make an effort to dedicate resources to implement SEO strategies into key initiatives. Search implementation is more cohesive and strategic.
	3 - Systematic	Inclusion of SEO is an expectation for most marketing initiatives. We have implemented basic best practices into our SEO strategy and are interested in determining ways to improve SEO.
High Maturity	4 - Institutionalized	SEO is accepted and widely used throughout the firm and utilized in all marketing initiatives. We have resources and processes in place, and we are knowledgeable and committed to learning more. We actively test and iterate new techniques to improve our search presence. Performance of past initiatives is used to drive next steps.
	5 - Optimized	We are operating as if SEO is part of our marketing DNA. SEO processes are continually reviewed and optimized, and our SEO program is evolving as the industry evolves. We are seeking cutting-edge new SEO opportunities to test.

High Growth firms have elevated levels of SEO maturity relative to their No Growth competitors.



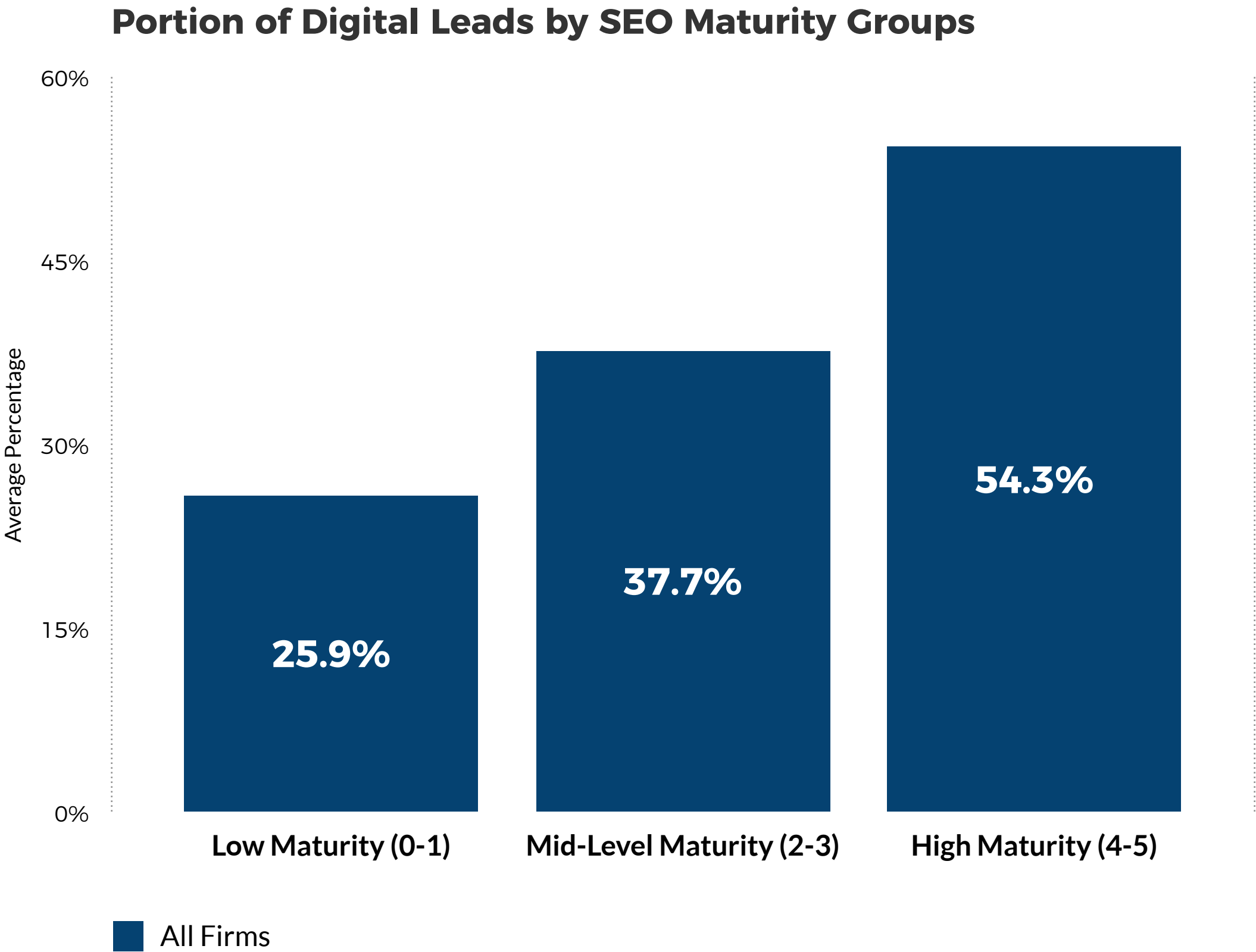
High Growth firms are more likely to have mid- or high-level SEO maturity and much less likely to have low maturity.

So what is the significance of this difference?

PUT THE DATA TO WORK //

High Growth firms are prioritizing SEO and it shows in the elevated levels of maturity of their strategies. Consider following their lead. The next charts will show you the payoff.

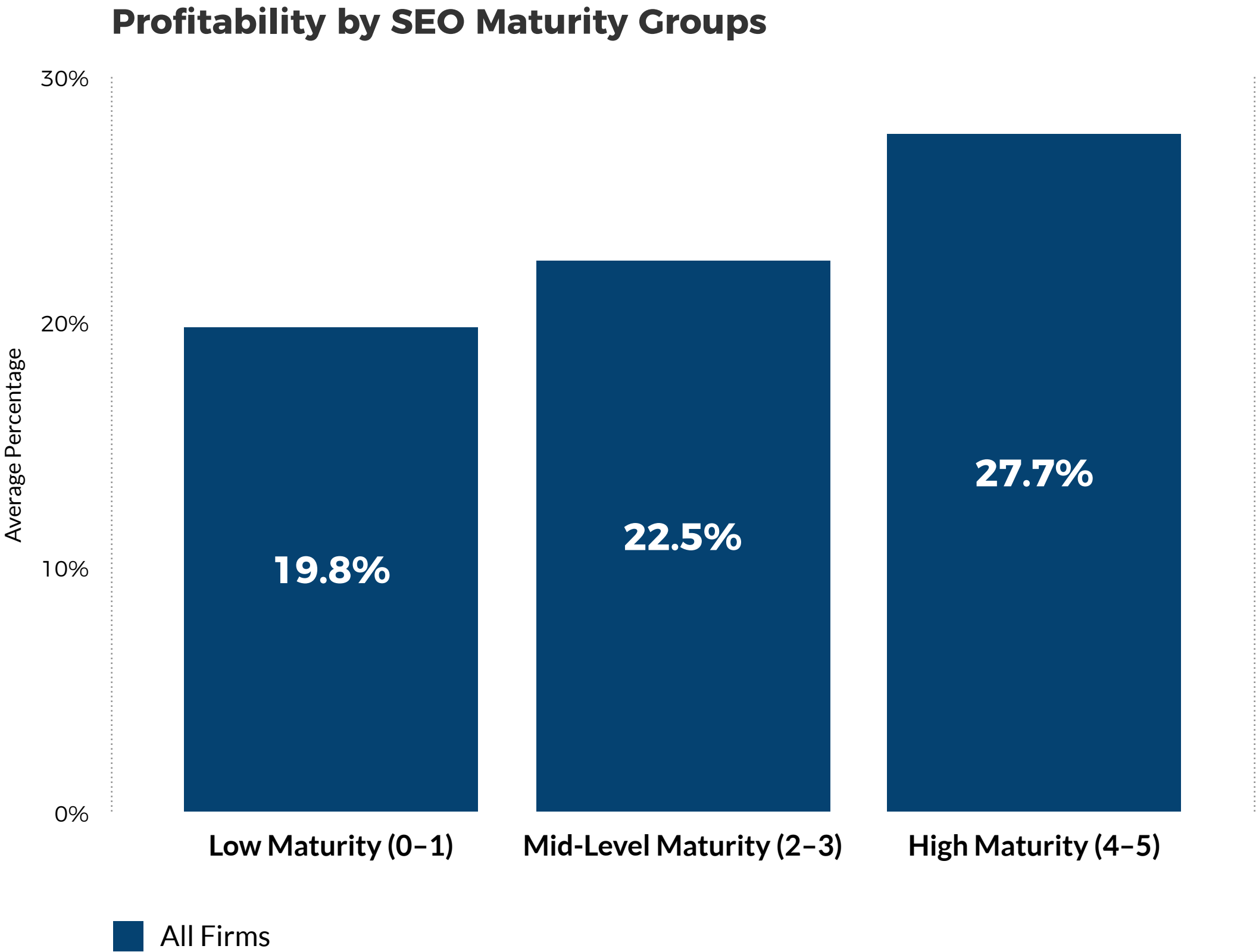
Higher SEO maturity is correlated with a higher number of digital leads.



The first key impact is that higher levels of SEO maturity seem to translate into a greater proportion of digital leads.

From prior studies we know that digital leads usually cost less to generate. That should have an impact on profitability.

Firms with higher levels of SEO maturity are more likely to be highly profitable.



And while digital leads are clearly important, even more telling is the relationship to profitability.

Higher levels of SEO maturity also translate into greater profitability.

Said another way, firms with greater SEO maturity tend to be more profitable. This is a great basis for projecting ROI.

PUT THE DATA TO WORK //

A mature SEO strategy clearly pays off in multiple ways. But how you do it really matters. Retain the talent you need to do it correctly. Insist that they understand professional services as well as SEO.

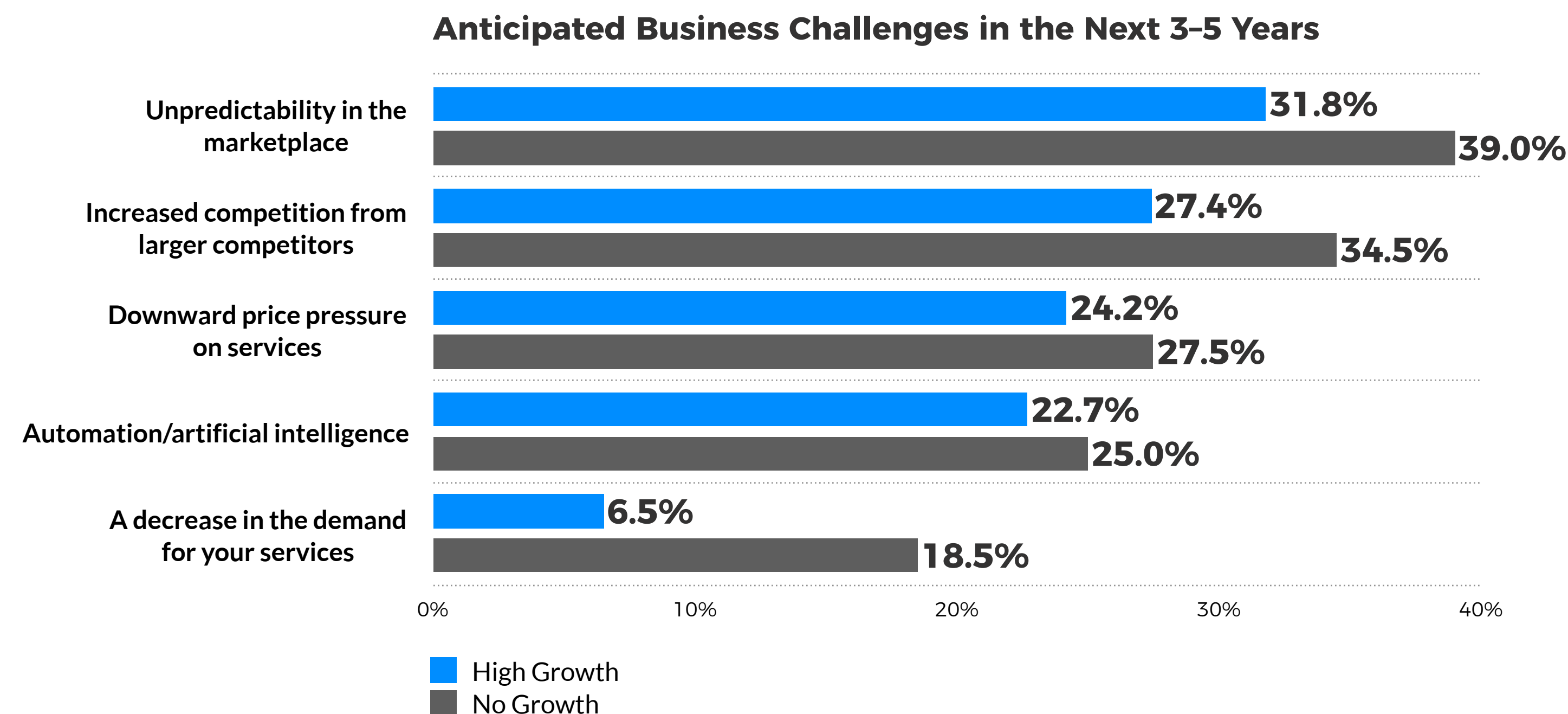


HIGH GROWTH FIRM ANALYSIS

Key Advantage: Strategy



High Growth firms are less challenged by many of the factors affecting their No Growth peers.



High Growth firms are not as challenged by many of the factors plaguing their peers.

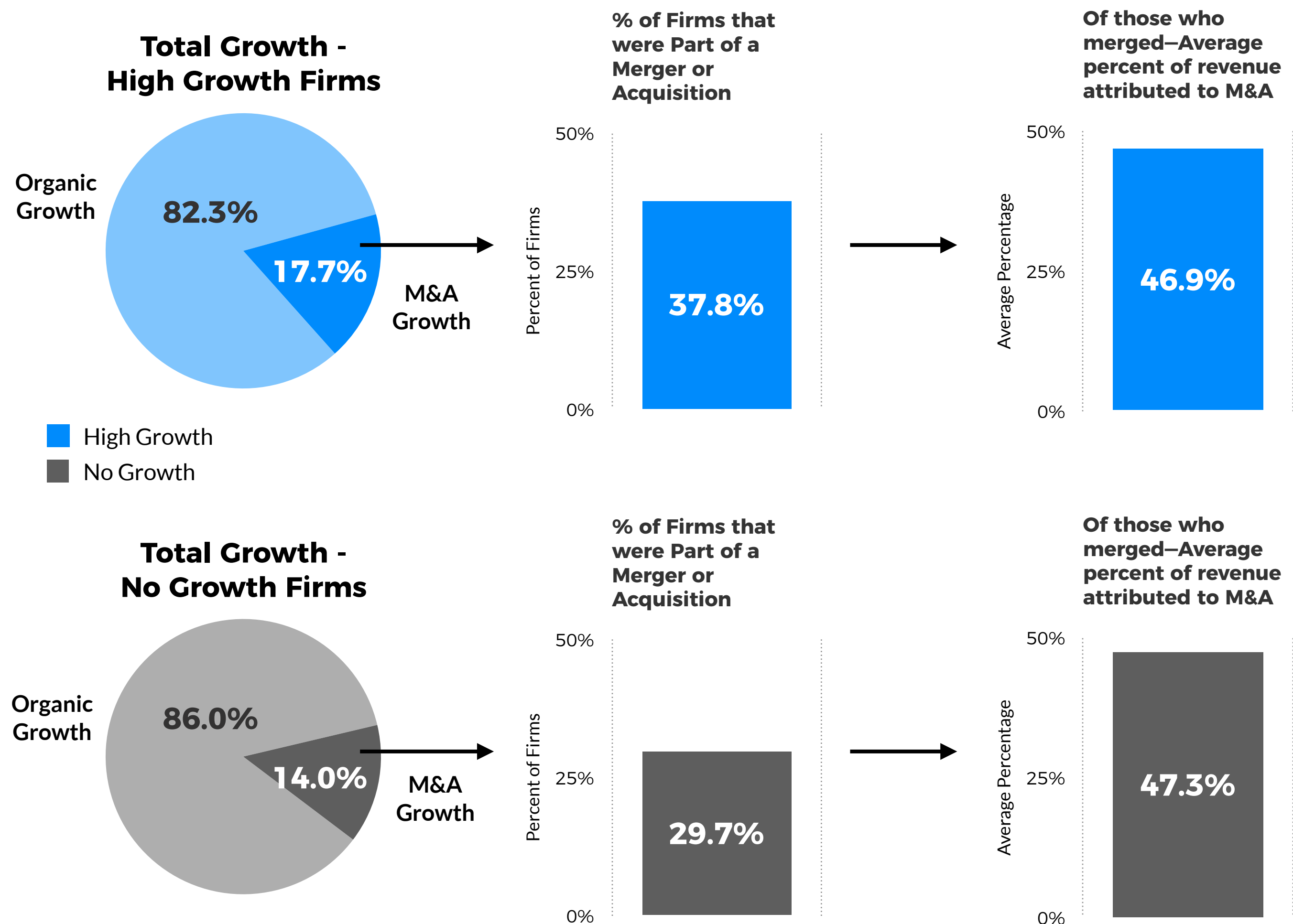
For example we know that High Growth firms do more research on their target audiences. This may be why they are less concerned about unpredictability in the marketplace and more likely to offer services that protect them from competitive pressures.

Similarly, their greater automation maturity likely reduces their concern around its potential as a threat.

PUT THE DATA TO WORK //

Focus matters. To avoid the concerns that occupy No Growth firms, use the techniques and strategies that High Growth firms use to better understand the evolving needs of their clients (e.g., research) and stay visible in the places clients are searching for solutions to business challenges (e.g., SEO).

Overall growth is primarily organic, even though High Growth firms were more likely to have gone through a merger or acquisition this past year.

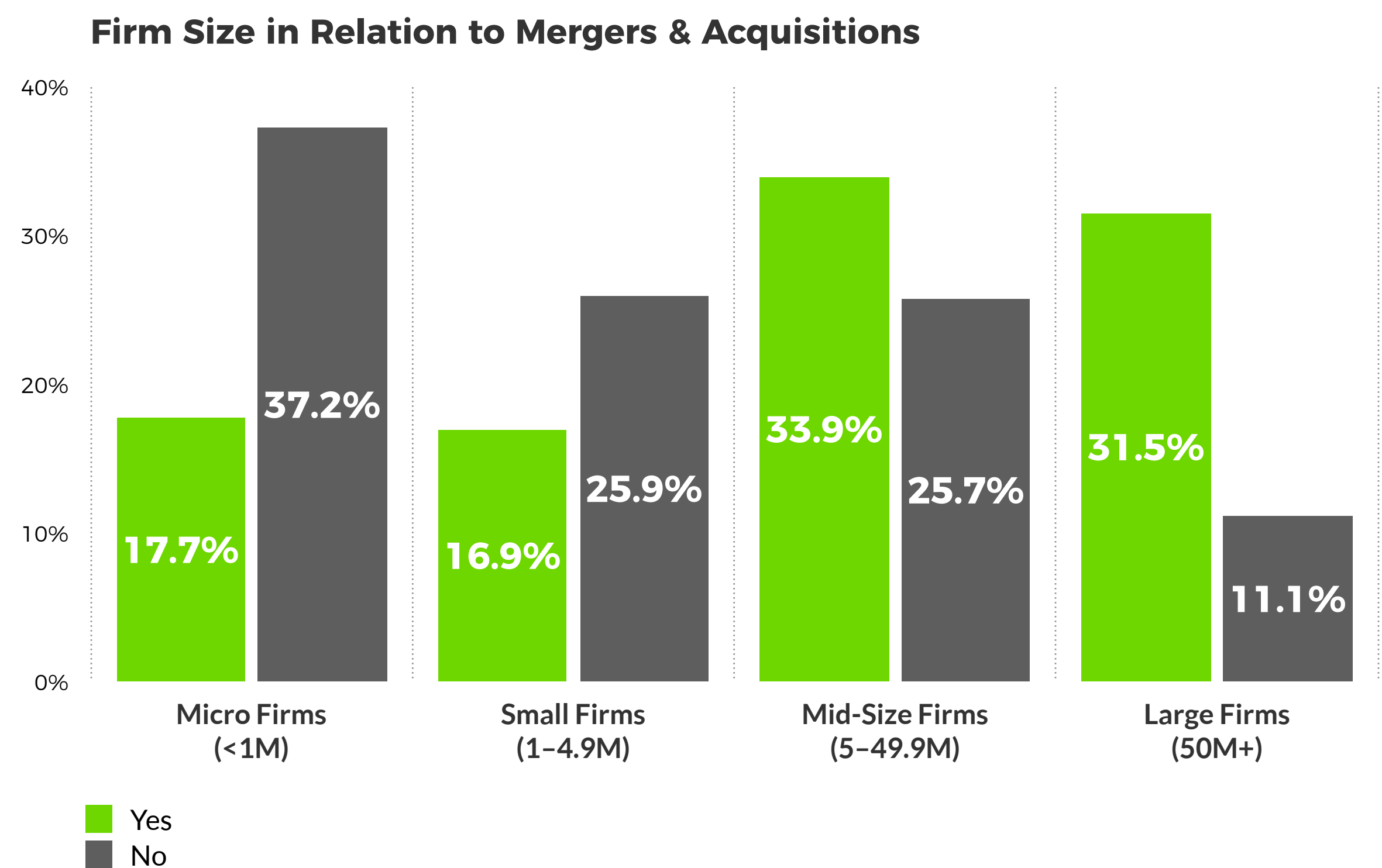


This was a year of continued strong mergers and acquisitions (M&A) activity. High Growth firms were active participants in the process with over a third of them reporting M&A activity.

While High Growth firms were more likely to be involved in a merger or acquisition than their slower growing peers, they did not derive more revenue than Low Growth firms from the transaction.

Also, even with the high levels of M&A, the overwhelming majority of growth in both groups is organic.

Larger firms were more likely to be involved in a merger or acquisition.

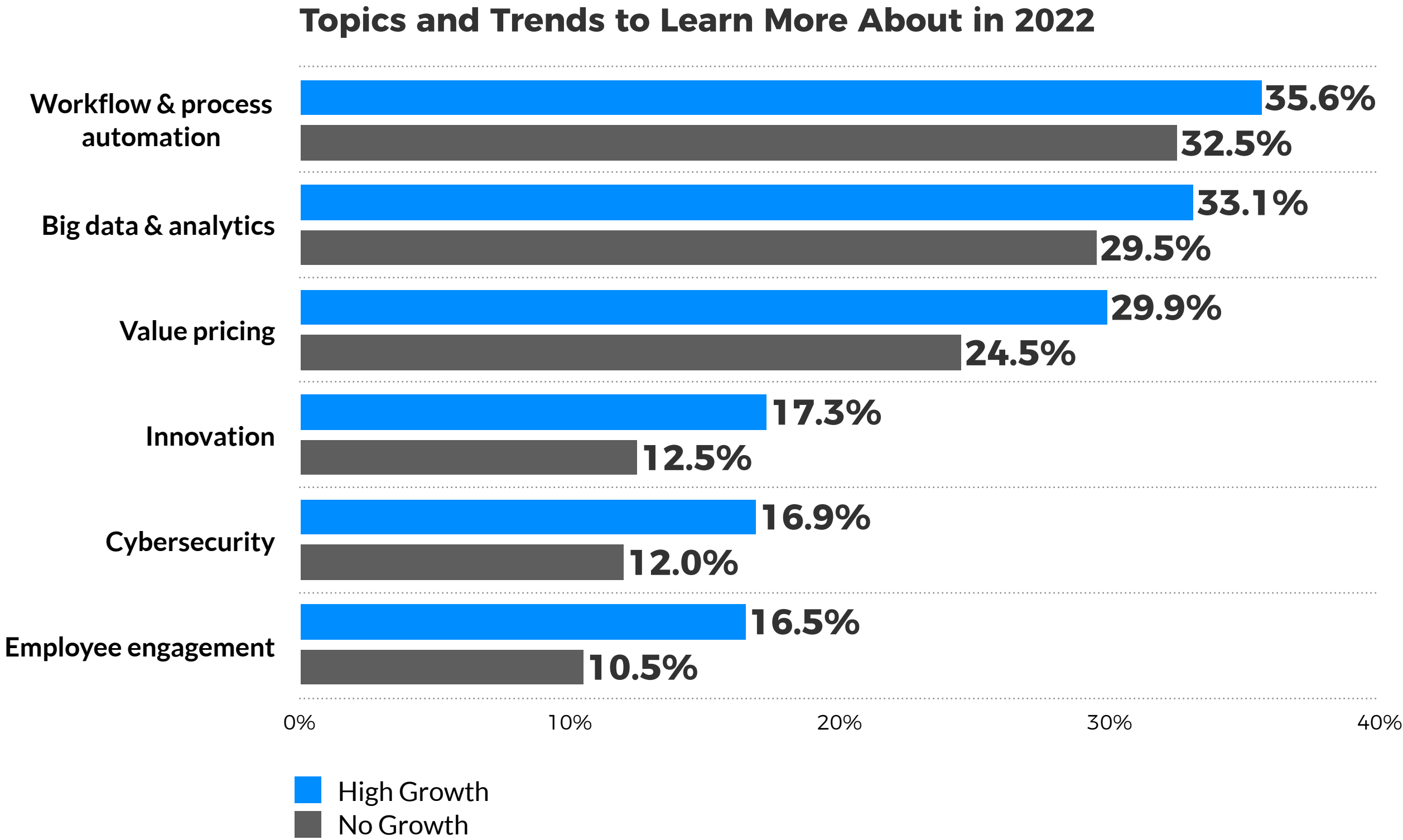


The bulk of M&A activity is centered on mid-size and large firms.

PUT THE DATA TO WORK //

Some proportion of firms (primarily mid-sized and larger firms) successfully use M&A to accelerate their growth. This may be an effective way to add hard-to-find skill sets or capabilities that are critical to your growth strategy.

Where are High Growth firms focused next?



High Growth firms also have concerns about the future. When comparing this to the earlier chart of the top concerns of No Growth firms, a clear difference emerges.

No Growth firms are focused on competitors and a changing demand profile.

On the other hand, High Growth firms are focused on how to analyze and improve processes and deliver more value to their clients.

PUT THE DATA TO WORK //

While understanding the needs of your target clients is the foundation, optimizing your process for efficiently delivering value helps you capitalize on those insights.

What This Data Means for You



After a year of turbulence and uncertainty, the new normal begins to take shape.

After a year marked by a global pandemic, supply chain turmoil and social change, professional services firms are searching for a blueprint for continued growth and prosperity. Here is where firms are finding success.

The battle for talent takes center stage

While many pressure points have eased a bit, the war for top talent has intensified. High Growth firms continue to enjoy a small advantage in existing skillsets. But perhaps more importantly, they have found a way to expand access to top talent: outsourcing—and it has given them an edge when it comes to talent.

Technology drives growth and profitability

High Growth firms have also gained further leverage through the use of multiple technologies. From core business processes to marketing and business development functions, they have higher levels of technological maturity and make greater use of multiple technologies to optimize their performance.

Marketing really matters

High Growth firms are again finding higher levels of success while spending slightly less than their No Growth peers. They do it with better execution, which results in greater impact from the same techniques. They also have an important edge when it comes to critical digital strategies such as SEO and performance tracking. No Growth firms are missing out on the impact these techniques have on growth and profitability.

A different strategic focus

While mergers and acquisitions continue to play a role with many firms, they do not drive the bulk of growth. High growth firms are focused on different issues. While No Growth firms worry about competition and eroding margins, High Growth firms tend to focus on the future and new ways of adding value and improving efficiency.

A new normal

Uncertainty and rapid change have not gone away. They have simply become the new normal. And it is a normal that has ample opportunities for innovation and profitable growth.

Purchase the Study for 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 the marketplace—and practical, actionable advice you can start using today.

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About Hinge



About Hinge



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

Our ongoing research into over 30,000 professional services firms and buyers of their services is changing the way firms go to market.

www.hingemarketing.com

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.

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.

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



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).	Keyword Research/ Search Engine Optimization	Techniques that optimize web pages to improve search engine rankings and attract new web visitors.
Case Studies	Written or video descriptions of a client engagement that explain how the firm solved a problem or produced a positive result.	Marketing Partnerships with Other Organizations	Mutually beneficial marketing relationships between a firm and another organization (e.g., co-branded educational events).
Cold Call Campaigns	Initiatives in which firms, or subcontracted agencies, call potential clients to promote or sell a product or service.	Marketing Video	Professional quality digital films that promote various aspects of a firm (e.g., overviews, testimonials, speaking videos, etc.).
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.	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.
Digital Product/Service Demonstrations	Presentations, often conducted online, that demonstrate key features and benefits of a specific product or service.	Networking on Social Media	Connecting and engaging with a target audience on social networking platforms.
Digital Ads (Pay-Per-Click, Banner Ads, etc.)	Electronic advertisements, either text-based or graphical, that promote a product or service online.	Nurturing Prospects Through Phone Calls	Using phone calls to expand nascent relationships with prospective clients.
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.	Presenting in Webinars	Developing and presenting live or pre-recorded educational audio/ video material to an online audience.
Email Marketing Campaigns	Marketing initiatives that use email to deliver educational content, marketing messages, or promotions to prospective clients.	Promoting Thought Leadership on Social Media	Using social networking platforms to promote original thought leadership.
Interviewing on Podcasts or Radio	Using third-party podcasts or radio programs to build an expert's visibility and share thought leadership.		

Appendix - Marketing Technique Descriptions

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.
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.

Automation Maturity Scale

Automation Maturity Scale

0 - No Automation	No automation is used for this process.
1 - Ad Hoc	Most processes are performed manually. No overall automation strategy or budget. Individual initiatives only.
2 - Opportunistic	Reactive to specific problems as they arise. Limited planning and budgeting. Typically done at a department level.
3 - Systematic	Proactive approach using specific metrics and targets. Specific strategy and goals. Normally conducted at the program level (multiple departments).
4 - Institutionalized	Automated processes are a way of life. Accepted and widely used throughout the firm. Formal strategy goals and budgets.
5 - Optimized	Highest level of automation. Technology automatically adapts and optimizes to changing business needs. Strategy is built around this technology.

Automation Processes

General Business Software	Word processing, spreadsheets, scheduling calendar
Core Business Software	Processes relevant to your industry

Thank You

