

**PROFESSIONAL
SERVICES
MARKETING
CHANGING
THE
MINDSET**



FINSCOMS

AT FINSCOMS WE KNOW...

...Law firms, accountancy firms, trust companies, administrators, depositaries, and management companies. We know that the marketing of a professional services firm requires a different mindset to that of a product company. We know that time spent marketing by your fee earners is time away from the 'billable hour'. How can you get the most out of your marketing efforts?

FINSCOMS is a full services marketing agency providing marketing, communications services to the professional services sectors.

FINSCOMS can be utilised as your central marketing resource or on a consultancy basis.

We provide such services as:



LOGO DESIGN

STRATEGY

WEBSITE
BUILD

ONLINE
COMMUNITIES

BRAND

BOOSTING
VISIBILITY

VIDEO

TRADITIONAL
MARKETING

LEGAL
DIRECTORIES

SEO

WEBSITE
DESIGN

EVENTS

WEBINARS

DIGITAL

WEBSITE
FUNCTION

CONTENT

PROFESSIONAL SERVICES MARKETING

The sphere of professional services marketing is not generally known for early adoption of cutting-edge marketing techniques. Professional services practitioners (principally law firms) exist largely as a safe haven for their clients. Their role is to help their clients manage risk and guide them through the uncertainty of the business world. For the last 20 years or so, professional service providers were reluctant marketers. Fee earners would rely on their networks of personal relationships and word-of-mouth brought them enough new clients to grow a profitable business. Those days aren't gone, but they're fading fast.

To compete in this market, professional service providers must challenge the conventional wisdom on marketing and selling professional services. You just cannot just assume that word of your great performance will travel through your client's organisation, let alone on to other potential clients. To prosper, combine flawless service with a systematic, coordinated marketing and communication strategy.



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OLD REFERRAL METHODS VS THE NEW GENERATION

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SMART MARKET ING

*Optimal Marketing & Communication
Composition*

*Brand
Interactive Website
SEO
Social Media
Video
Smart Content
Webinars
Roadshows
Document Design
Online Communities
Marketing Support*

*81% of firms receive
referrals from people
they have not worked
with directly*

Professional services firms swear by 'word of mouth'. But buyers of professional services don't just rely on referrals and reputation when assessing prospective suppliers.

Over 90% of buyers will examine the website of a professional service provider before engaging with them.

WEBSITE

Your web site must be an integral part of your marketing efforts. It's indisputable; most buyers are looking at your website before they ever talk to you or your team members. Even with a referral in hand, the majority of prospective clients head straight to your web site to assess your firm's capabilities. Often, that web site visit is the prospective client's first impression of your firm. Too many professional services firms have websites that undermine the sophisticated image that they wish to project.

Professional service firms differ from one another in many significant ways, including size, scope of services, culture, and accomplishments. Yet to clients, professional service firms' web sites look identical.

How can you stand out?

Your website is a powerful tool to help create marketplace differentiation. Without a website that demonstrates how your unique capabilities match up with their needs, today's clients will pass you by.



The "new normal" requires a change of thinking and of habit on the part of professional services marketers and their firms. The majority of buyers want sample your expertise first.

Content Marketing

DemandGen Report found that, "64% of the winning vendor's content had a significant impact on (the) buying decision." Coupled with the fact that an effective content marketing program will allow your business to be found by buyers in the first place. Essentially, content marketing is no longer optional for professional services firms.

It is clear that within an industry that sells knowledge and expertise, content marketing provides professional services firms with the opportunity to exhibit some of their strengths. It's basically a way to give potential buyers a free sample. By publishing articles and blogs consistently on topics of interest to your customers and offering lead generation content like eBooks, videos, and webinars you will attract buyers. For example, there are 175 million users on LinkedIn and over 1 million different groups—your prospects are there and spending time in groups focused on your profession.

If you're not engaging in content marketing, you can be assured that your competition is.

Marketing & Communications

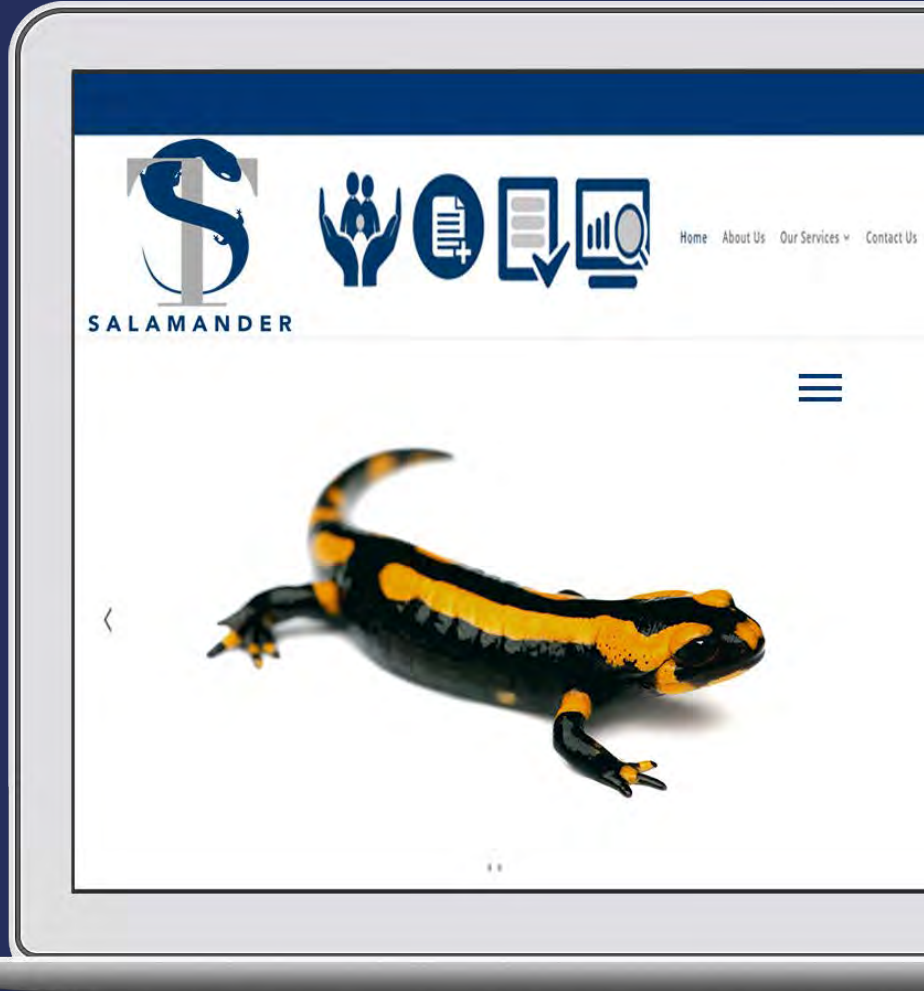
The relied on system of referral has changed and this change will without doubt to benefit firms that are prepared to share their specialised expertise through digital and traditional marketing. The new system of the referral requires commitment and foresight. Your firm must remain dedicated to the adapted marketing and communication strategy. But if you are diligent, the rewards and the competitive edge they create are remarkable.

If you were to draw a circle around all that is needed for effective marketing in your sector you would soon realise that it is quite an undertaking. Do you have the time and expertise to put together a marketing and communication strategy that takes advantage of your website, strengthens your brand, boosts visibility through SEO and smart content, builds online communities, hosts road shows and webinars, and more? Finscoms can act as your central marketing resource providing you with the peace of mind that you are marketing your firm in the best possible way without the delays and costs of creating your own marketing team. Finscoms has extensive experience and established connections stretching back 25 years.



HOW FAR CAN YOU REACH?

SMART-SEE-NG




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