

MODERN MARKETING IS POWERING THESE PROFESSIONAL SERVICES FIRMS

Marketing for professional services firms can make a big impact, but it presents unique challenges. The sale usually happens at higher levels of the organization and involves a significant investment. Buyers look for proof points, yet there may not be much tangible to evaluate.

MARKETRI has helped professional services firms overcome these obstacles, building trusted brands that enable clients like these to flourish.

START

BUILDING A NEW NICHE

Entering a new vertical market – a common market development strategy–can be tough for middle market professional services firms.

Larger competitors have big staffs and substantial marketing budgets; smaller companies can zero in on a niche and position themselves as boutique firms.

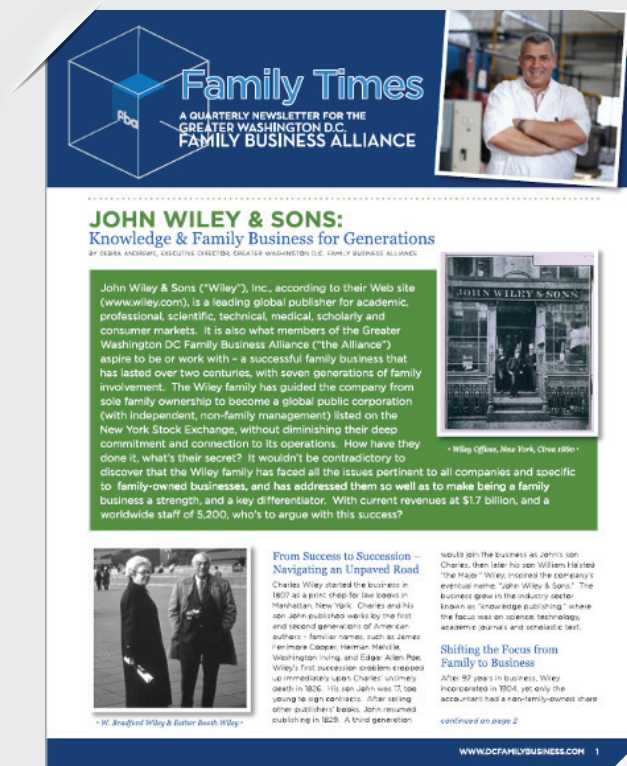


Facing these very hurdles, a 75-year old middle market CPA firm turned to **MARKETRI** for help developing a new vertical market: family-owned and/or family-led businesses.

The two-year journey required a consistent, creative marketing effort and an investment in education and certifications.

To lay the groundwork for targeting this niche, two of the firm's partners became certified Family Firm Advisors by the Family Firm Institute.

Then **MARKETRI** led the creation of the Greater Washington DC Family Business Alliance, a group of advisors across the many disciplines essential to family businesses. The alliance had its own website featuring quality thought leadership content, hosted high-profile events, and produced an informative quarterly print newsletter.



The strategy **PAID OFF BIG**, enabling our client to stand out as a **LEADER** in this niche. Within three years, if you asked anyone in the DC metro area what the name "Bond Beebe" was synonymous with, they'd tell you: "family business advisors."

NOW THAT'S HOW TO DEVELOP A NEW MARKET!



CREATE A WIN
FOR THE COMMUNITY
AND YOU'LL
CREATE A WIN
FOR THE COMPANY.

CREATING A DOUBLE WIN

For professional services firms that operate in a finite geography, giving back to the community is the right thing and the smart thing to do. So when a locally-based CPA firm was approaching its 50th anniversary, **MARKETRI** recommended doing something special, fun, and memorable to benefit both the community and the company.

That's how the annual Curchin Open, an in-office miniature golf tournament for charity, was born.

Teams of professionals constructed a 9-hole mini golf course that traversed our client's office. Lawyers, bankers, financial advisors, and clients were invited to play a round of golf, try their luck at mini-golf scratch-offs, and enjoy food, drinks, and laughs.

Proceeds from the Curchin Open benefit two local non-profit organizations, with **OVER \$213,000 IN DONATIONS** made since 2005.



The firm has benefitted too—winning numerous community service awards, elevating its profile, generating goodwill, and strengthening connections with clients and referral sources.

It's a great demonstration of the power of the **MARKETRI** community service philosophy:

**CREATE A WIN FOR THE COMMUNITY AND YOU'LL
CREATE A WIN FOR THE COMPANY.**



ENTERING A NEW CENTURY

HOW DO YOU PROPERLY COMMEMORATE 100 YEARS IN BUSINESS?



MARKETRI helped a mid-sized law firm client celebrate this major milestone in a highly visible way, with a special logo, coffee table book, branded swag, and a high-end client cocktail party. We also created and organized a special anniversary charity initiative—"Setting the Bar High: 10 Deeds for 10 Decades"—which ran throughout 2014 as a way for High Swartz to thank the local community for its 100 years of support.

MARKETRI used the anniversary milestone as a launching pad for moving the firm into the modern era of marketing. Old routines may be hard to break after a legacy of 100 years, but the culture shift is working.



The firm developed a blog, consistently contributes useful content on a wide range of legal issues, and posts new content regularly on LinkedIn. Efforts like these are helping High Swartz make its mark as a recognized thought leader in the legal field.

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POSITIONING THE SECOND GENERATION

When a professional services firm evolves from its family-owned roots, passing the reins to the second generation requires a strategic approach across every aspect of the business, including marketing. **MARKETRI'S** involvement was vital to helping a 50-year-old forensic engineering firm make the transition to the next generation, **PROVIDING STRATEGIC MARKETING SUPPORT THAT POSITIONED OUR CLIENT FOR THE FUTURE.**



Over its five decades in business, DJS Associates' accident reconstruction services have changed dramatically. Traditional tools of the trade have made way for advanced technologies that differentiate the firm from competitors.

MARKETRI leveraged this strength as we led our client's first foray into strategic marketing, creating a positioning and messaging that highlight high-tech services like 3D modeling, animation, and scanning.



We also created a new logo that reflects the firm's focus on precision and refreshed the website content and design, carrying through the logo's bold color scheme. Our comprehensive marketing initiative has paved the way for this second-generation business to serve as a formidable competitor in its niche market.

MAKING THE MOVE TO PROFIT CENTER MARKETING

IMAGINE IF YOU COULD DIRECTLY TIE \$7-8 MILLION IN REVENUE IN A SINGLE YEAR TO YOUR MARKETING EFFORTS!

A 25-year-old environmental engineering firm was able to do just that with the help of **MARKETRI** and our profit center marketing approach.

MARKETRI served as EMG's Fractional CMO, leading a multi-year journey to shift the firm from traditional marketing to a modern, profit center marketing approach designed to drive a high ROI. We helped build a marketing team from the ground up, creating a high-demand resource that sales, HR and other core functions rely on. As the firm grew through a merger and acquisition, **MARKETRI** led the rebranding, developed a unique value proposition, and established the marketing automation infrastructure to support profit center marketing—including Hubspot integrated with Salesforce.com, automated workflows to nurture and qualify leads, and closed loop reporting to trace leads.

We identified the best sectors and personas to target, then developed content to support every phase of the revenue funnel. As the profit center approach took hold, **MARKETING TURNED INTO A SCALABLE MACHINE THAT EVENTUALLY GENERATED MILLIONS IN REVENUE FOR THE FIRM.**

READY TO TAKE YOUR FIRM'S GROWTH TO NEW HEIGHTS?

**GIVE US A CALL AT 866-303-6999 OR SEND
AN EMAIL TO DANDREWS@MARKETRI.COM!**