

How Professional Services Marketers Can Stand Out in a Crowded Marketplace

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Not very many years ago, professionals could count on their reputations and networking contacts to ensure a steady stream of clients. Today, though, lawyers, accountants, management consultants, architects, engineers and other professionals must do extensive marketing to maintain and build their practices. And, to further complicate matters, law, architecture, dentistry, and other professions have become crowded and these professionals must increasingly compete for customers. In this discussion, learn how professional services firms can effectively 'sell the invisible' – intangible qualities of experience and expertise that resist easy descriptions in an increasingly competitive marketplace.

Boutique professional services firms don't have the luxury of a big brand name driving a steady stream of opportunities. To grow and scale, boutique firms must market themselves and their services, leveraging effective and cost-efficient methodologies. Learn how marketing a professional service is very different than marketing a tangible product.

Special attention is needed to generate new projects from existing clients and driving referrals through positive word of mouth. This requires one-to-one relationship nurturing.

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DISCUSSION POINTS:

- > Do you have a repeatable process to generate leads, convert leads into opportunities and opportunities into clients and generate additional projects inside existing clients.
- > Have you built a marketing budget comprised of hours and dollars allocated to a set of approved key performance indicators and success metrics?
- > Are you generating enough leads to hit your growth goals and converting enough of those leads into opportunities?
- > How are you converting these opportunities into new clients to hit your scale goals?
- > How are you ensuring that you are delivering outstanding client service which is driving excellent word of mouth leading to a steady stream of referrals?
- > How are you nurturing relationships with existing clients leading to a predictable revenue source providing good forward visibility?
- > Do you have separate and distinct marketing programs for existing clients than for new clients? How do they differ?



ANDY BATEMAN As CEO of Sid Lee USA, Andy leads five creative companies spanning experience design, brand development, premium entertainment storytelling and content, marketing, brand and CX design. Andy is a strategic leader of creative businesses as well as a transformation specialist and innovator, winning multiple creative and business awards. A sought-after regular public speaker, Andy's

focus is helping businesses lead through changing market dynamics, finding new ways to differentiate themselves and transform their organizations to unlock the pathways to growth. He has held global category leadership roles as both a client at Telstra and in research, strategy, branding, digital, insights, marketing and communications as a service provider for Interbrand and The Leading edge, as well as Thomson Reuters, UBS and Forte Hotels. Kimberly Clark, UBS, Merrill Lynch, Kellogg's, Intel, Microsoft, Adobe and AT&T. As head of innovation strategy at Monitor Deloitte, Andy has led transformation, growth, digital and customer strategy programs at Intel, DuluxGroup, 7 Eleven and Telstra.

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