



# Strategic Marketing Guidance for Firm Growth

Professional services firms are **transforming** before our eyes. Firms that focus solely on compliance work and rote tasks are slowly disappearing. Clients need, and often demand, more from their service providers.

- They **want** experts that truly know the intricacies of their specific industry.
- They **need** outsourced service options so they can focus on what they do best and brings the most value.
- They **expect** more than pure facts and numbers but advice and expertise as well so they can make intelligent and informed business decisions.
- They **want** to access you and their information remotely whenever they want and from wherever they are.

Add to that the challenges of managing and growing a firm in today’s environment. Business development is always listed as one of the top five concerns for firm leadership, and with good reason. **While firm growth is improving, organic growth hasn’t even reached half of the level enjoyed pre-recession for most professional services firms.** Most firms are not sure how to market themselves and don’t know how to approach it strategically or create a comprehensive plan.

Here’s where I come in. **I am passionate about helping my clients identify their differentiators, create effective marketing strategies and grow exponentially.** I know professional services marketing and what it takes to think strategically and execute effectively.

## A NEW WAY TO PROFESSIONAL SERVICES FIRM GROWTH

In measuring the ROI of working with Bonnie, it’s a 7:1 value proposition for each marketing dollar spent. That being said, the intangible ROI is priceless. Bonnie created a meaningful impact on our ability to be seen and understood in our market.

*Sue Groszkiewicz, Accountable for Change*

BBR is more than marketing – they are a strategic partner in the success of my firm.

*Mitesh Patel, Patel Burkhalter*

Bonnie helped us become a known thought leader. We couldn’t be more pleased.

*Donna Grindle, Kardon*

Once our needs and expectations were clearly defined, she crafted a reasonable approach that would meet our objectives within our budget and offered us advice, guidance, and encouragement along the way.

*Heather Kunz, Williams Benator Libby*

Bonnie understands the unique needs of professional service firms and how to best reach your desired market in a professional and creative way.

*Beverly Sparkmon, Sparkmon Advisory Services*

# Your Part-Time Chief Marketing Officer

Most firms can benefit from the input of a seasoned, experienced strategic marketer, but don't need or want to invest in that resource full-time. Recognizing this need in the profession, I created my part-time CMO offering. That way my clients can get the expertise they need to grow their firms in the best way possible. Most engagements look something like this:

**1 Research + Collaborate = Define Opportunities**

I come to your firm and work with the partners to learn everything I can about your services, people, challenges and growth goals. Together we will analyze your market, identify industry or service niches with promise, evaluate your competition and identify what truly sets you apart. I will also audit your current messaging, positioning and overall marketing so we can discuss what has worked well and what has fallen flat.

**2 Evaluate + Plan = Create Strategy**

Taking all the information gathered, as well as external research, I will create a comprehensive strategic marketing plan unique to your firm. This includes an analysis of where your firm is now, how you want to grow and the tactics it will take to get there. I will present and discuss this plan with the leadership team so we can make adjustments as needed and get buy-in for the next phase.

**3 Execute + Manage = Win Business**

At this stage, I will help you find the internal or external resources you need to get the work done. I will also manage, mentor and coach the team to make sure we stay on track, get results and regularly report to the leadership team. This way partners can focus on what they do best with the knowledge that their marketing is being managed by an expert with their strategic plan always in mind.

In some cases, firms need other strategic marketing services as well. I can deliver any of the above services individually as well as provide:

- Niche development evaluation and strategy
- Help evaluating and hiring marketing team members
- Coaching and guidance for internal marketing staff
- Internal training on business development tactics
- Merger & acquisition marketing and communication consulting

Call or email me today to discuss your firm's current situation so we can see if it makes sense for us to work together.

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