

New Approach to Engineering Marketing- How to Future-Proof Your Firm

The Live Webinar will begin shortly.....

Upcoming PE Institute Live Webinars

Wednesday, May 31 at 2pm

[Engineering Ethics: Signing and Sealing of Documents](#)

NOTICE

The NSPE live webinar is presented and copyrighted by the National Society of Professional Engineers®. All rights are reserved. Any transmission, retransmission or republishing of the audio or written portions of this program without permission of the National Society of Professional Engineers® is prohibited.



**May 3,
2017**

New Approach to Engineering Marketing How to Future Proof Your Firm?

Presented by Karl Feldman



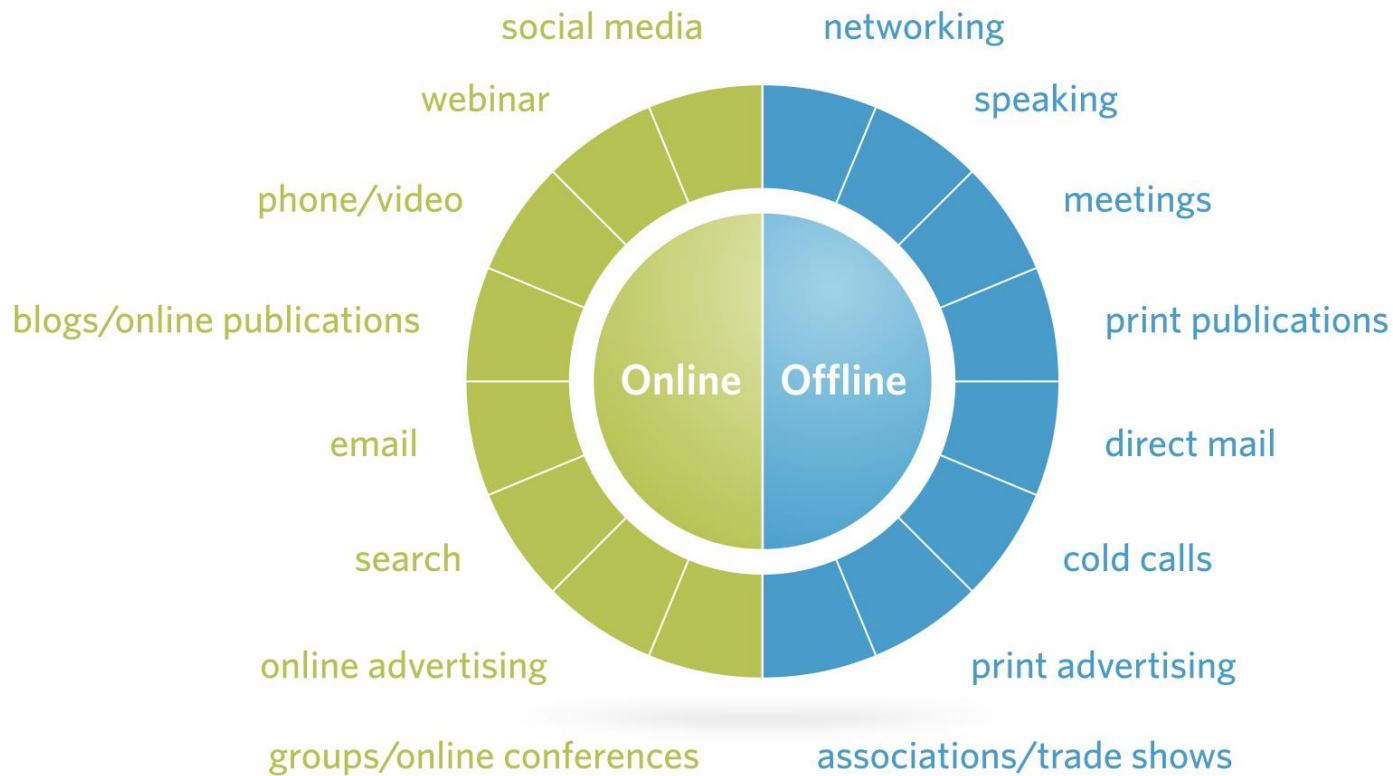
Marketing – 20th Century



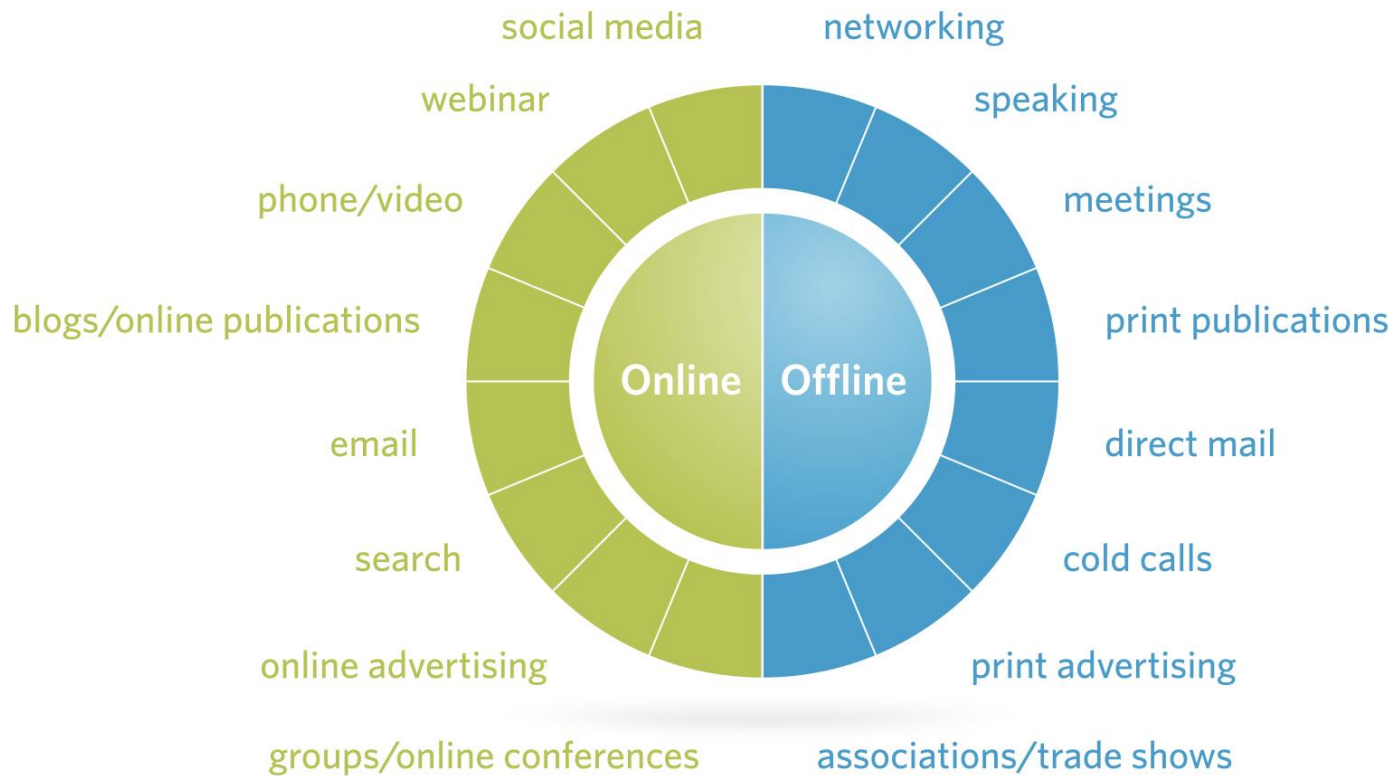
Marketing – 21th Century



Marketing Today



Marketing Today





TM NATIONAL SOCIETY OF
PROFESSIONAL ENGINEERS



TM NATIONAL SOCIETY OF
PROFESSIONAL ENGINEERS

Marketing Techniques with Greatest Impact

Top 10 Most Impactful AEC Marketing Techniques



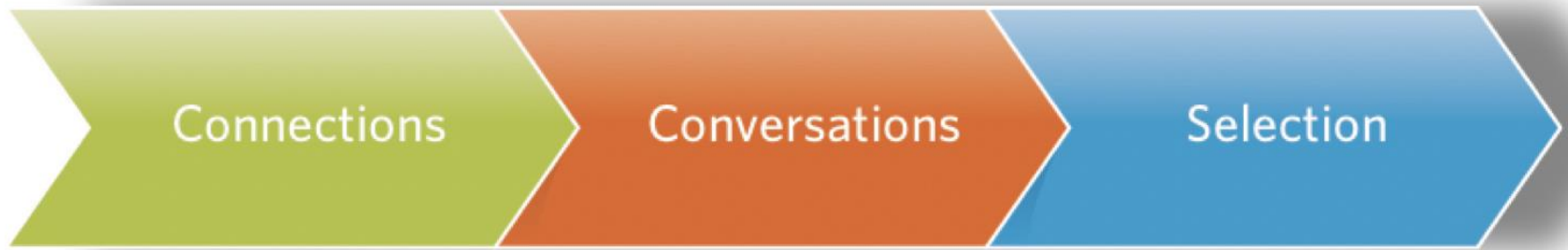
What Skills Are Needed for Success

- > Editorial Content
- > Business Development
- > Graphic Design
- > Implementation Support
- > Analytics
- > Marketing Strategy
- > Promotion



Why the Change?

Evolution of Buyers Expectations



Who do I know? Who do they know?

Transparent conversations
— education and not selling.

Confirmation of “right decision”



TM NATIONAL SOCIETY OF
PROFESSIONAL ENGINEERS

80.8%

of buyers **check out your website**

Source: Visible ExpertsSM: How High Visibility Expertise Helps Professionals, Their Firms, and Their Clients

43.6%

rule out a firm because
they couldn't understand
how the firm could help them

Source: Referral Marketing for Professional Services Firms Research Report

29.6%

rule out a firm because
of an **unimpressive website**

Source: Referral Marketing for Professional Services Firms Research Report

23.5%

rule out a firm because
of **poor quality content**

Source: Referral Marketing for Professional Services Firms Research Report

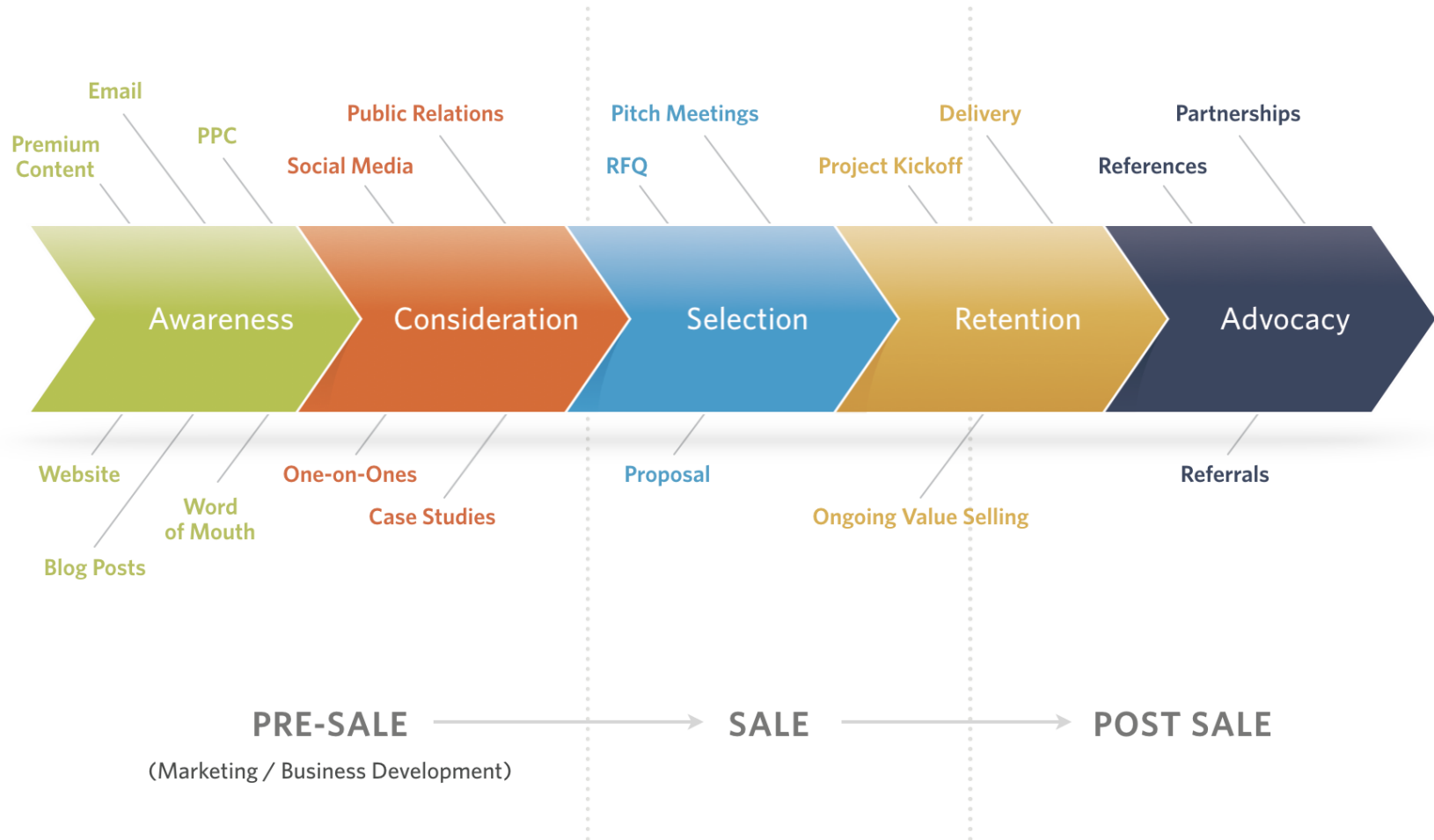
51.9%

have ruled out a firm
before speaking with them

Source: Referral Marketing for Professional Services Firms Research Report

Let's make sure we are
not part of this 51.9%

Professional Services Client Experience Journey



How Winning Firms Win

By Building Trust



Winners vs. Runners-Up

Educated Me with
New Ideas or Perspectives

#1

Winners

Educated Me with
New Ideas or Perspectives

#42

Runners-Up

Winners vs. Runners-Up

Winners Collaborate with Buyers

#2

Winners

Winners Collaborate with Buyers

#26

Runners-Up

Winners vs. Runners-Up

Winners Persuade Buyers That
Their Solution Will Work

#3

Winners

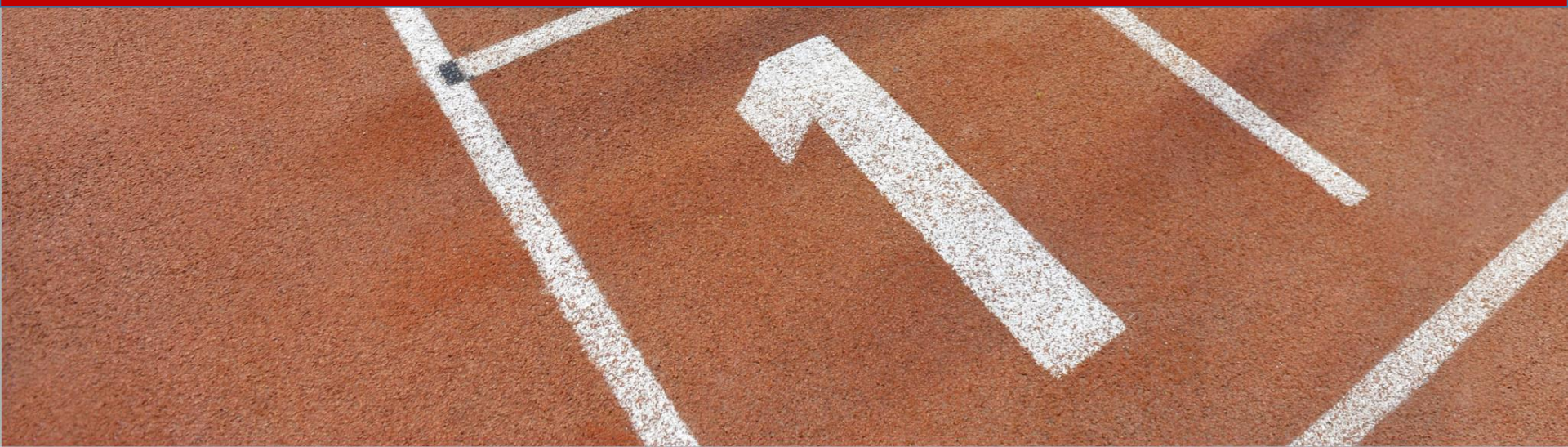
Winners Persuade Buyers That
Their Solution Will Work

#41

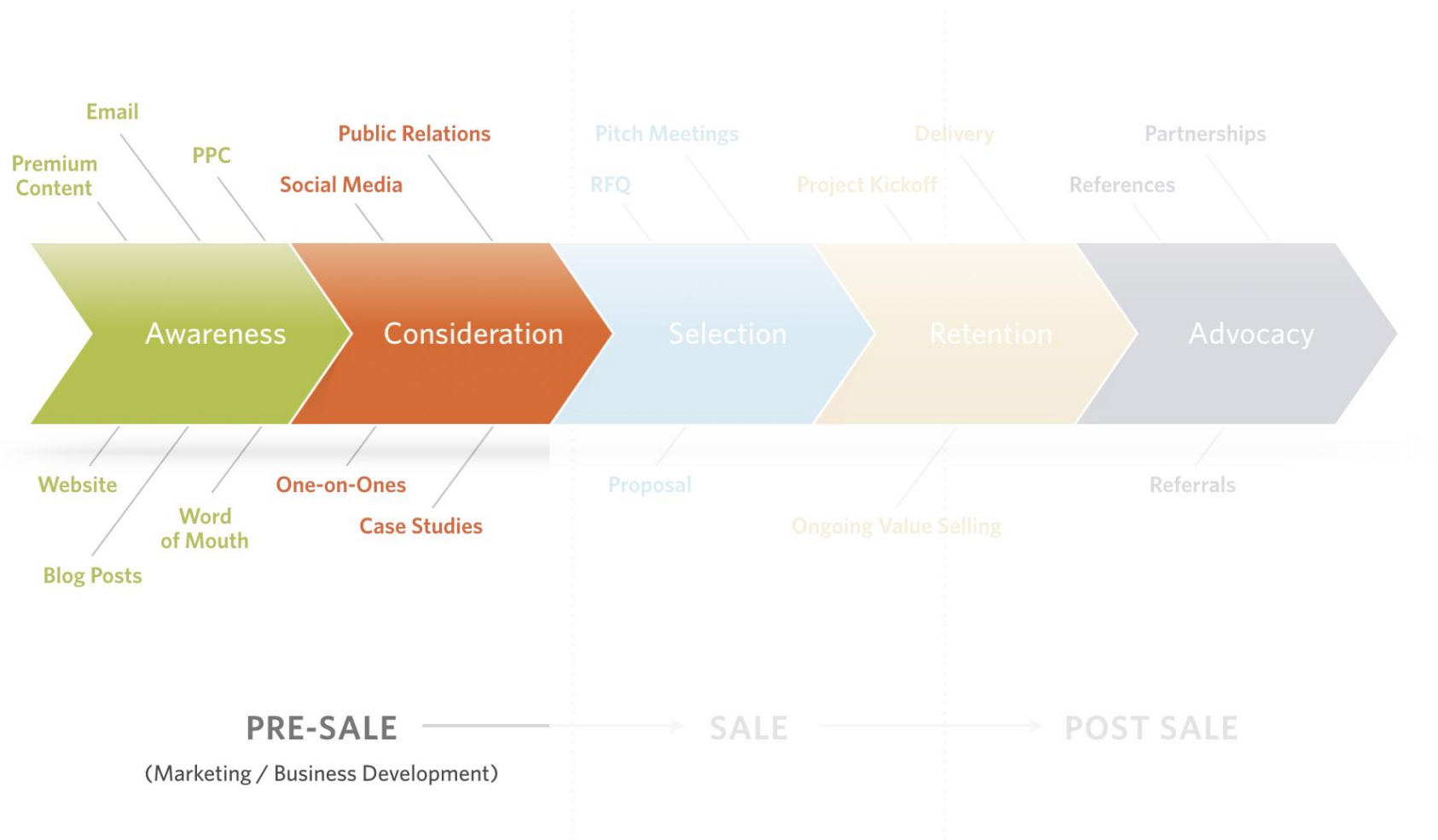
Runners-Up



Winners Sell Differently



Well Before the Win



Thought Leadership Content

Stroke content: Long-lasting content with true value

- > Research studies
- > Technical reports
- > Guides


Flow content: Everyday content meant for community-type conversation

- > Blog posts
- > Tweets

Blog > Recruitment Strategy > 6 Problems with Board Member Recruitment and a New Way Forward

6 Problems with Board Member Recruitment and a New Way Forward

Melissa Henderson | FEBRUARY 4, 2016



Obsolescence should not be feared. While it signals the end of something familiar, it welcomes a new way forward. We have reached this crossroads with retained executive search. It is obsolete.

Today, the retained executive search processes, retained searches delin... join. Alternatively, positions go un... boardroom table that have a fiduci... stakeholders. Naturally, this leav...

Currently, there are six major prob...



Janek Performance Group A new article has been added to the Janek Sales Performance Blog: 5 LinkedIn Optimization Tips For Sales Professionals Want these delivered to your mailbox every



5 LinkedIn Optimization Tips For Sales Professionals
janek.com · LinkedIn is the venue for putting your virtual self to work in a practical sense, so that you can bridge important connections. This isn't Facebook; you do...

Like · Comment · Share · 2 months ago

What is educational thought leadership content?

Content that is useful to your clients and showcases your expertise

Educational Content is Not...



**MARKETING
COPY**



**SYNDICATED
CONTENT**



**FAUX
WHITE PAPERS**



CASE STUDIES



BROCHURES



TESTIMONIALS

Content is Visible at Each Stage of the Buyer's Journey

Attract Prospects

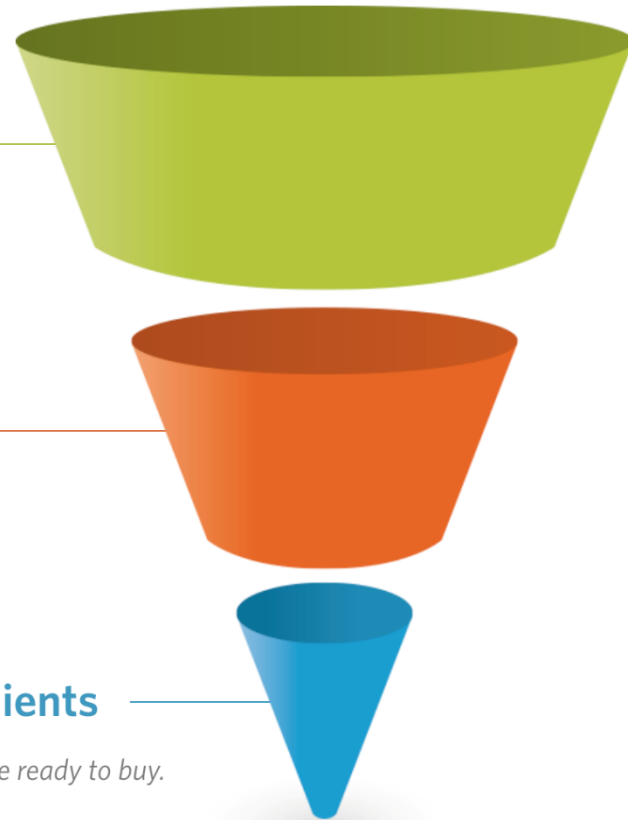
Attract potential buyers, influencers, and referral sources

Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.

Turn Opportunities into Clients

Make the decision easy for prospects that are ready to buy.



Who Should Write the Content?

- > Subject matter expert (SME)
- > Marketing person
- > Professional writer
- > Combination of these

EXPERIENCING PAST, PRESENT AND FUTURE WITH HBIM >



This guide delves into the Historic Building Information Management (HBIM) platform created by Quinn Evans Architects

HBIM provides a framework to integrate historical and cultural information about a historic site, its landscape, buildings, and artifacts. This ground-breaking work represents the evolving use of digital tools to manage the preservation of historic resources.



WHAT YOU'LL LEARN:

- How the concept of HBIM came to be
- Why it's a game-changer from traditional BIM
- What needs are fulfilled by HBIM
- What types of technologies make HBIM possible
- How HBIM can be used by architecture, engineering and construction (AEC), historic property stewards and consumers for design, construction, preservation, and education purposes

Download **Experiencing Past, Present and Future with HBIM** to find out how this platform is changing the way historic properties are built, maintained and discovered.

Provide Quinn Evans with your information, to access the guide:

Full Name	<input type="text"/>
Email Address	<input type="text"/>
Company	<input type="text"/>
Position/Title	<input type="text"/>
Phone	<input type="text"/>

I'm not a robot



reCAPTCHA
Privacy - Terms

Submit >

From How Buyers Buy: The criteria buyers are using when evaluating firms

Criteria	Percentage
----------	------------

PHASE 2:

Content and social media lead to more referrals

17.0%

of referrals are made because
the referrer has interacted with the
firm on **social media**

Source: Referral Marketing for Professional Services Firms



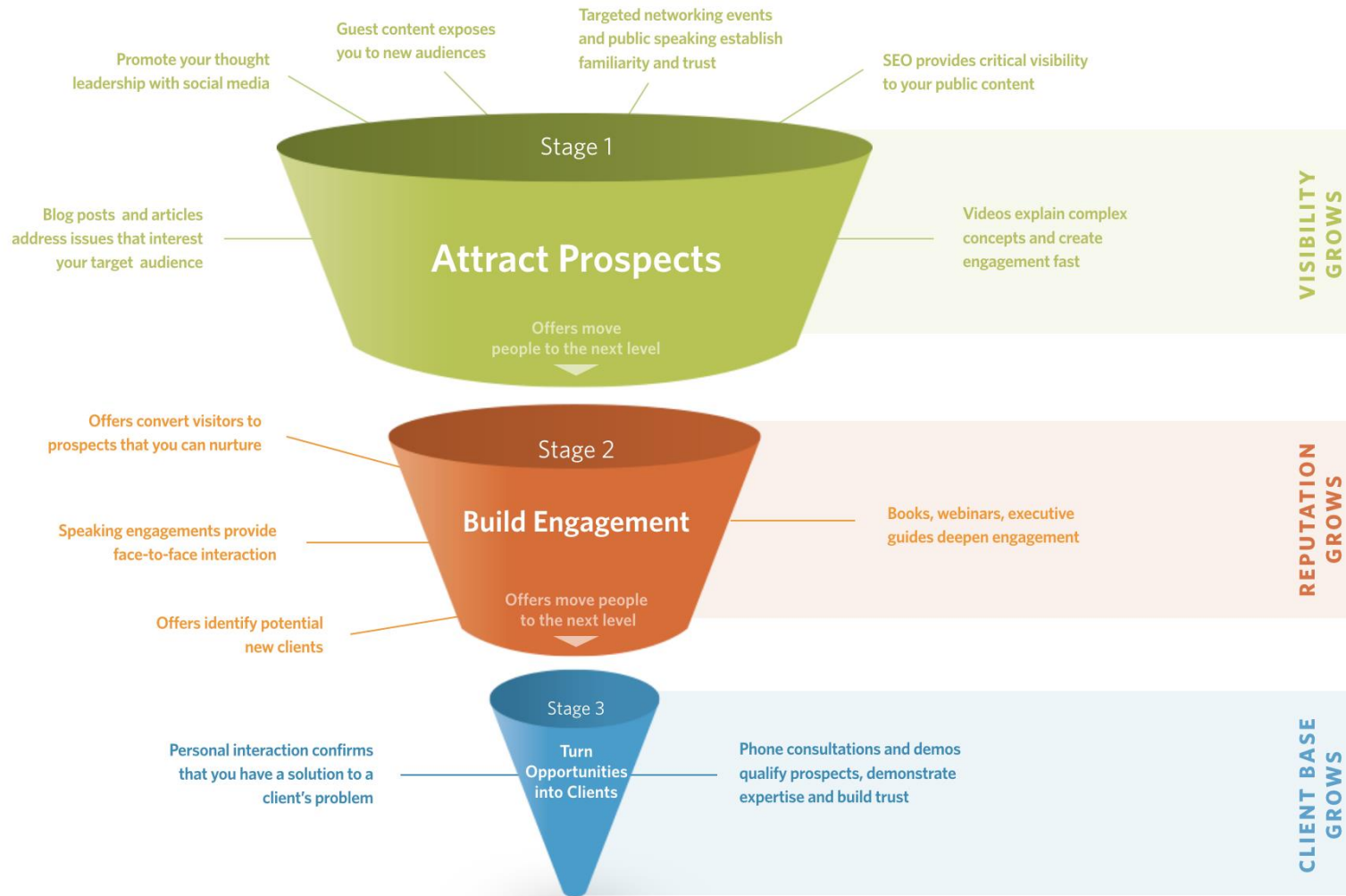
NATIONAL SOCIETY OF
PROFESSIONAL ENGINEERS

18.2%

of referrals makers 25-34 years old
won't refer a provider who is
not on social media

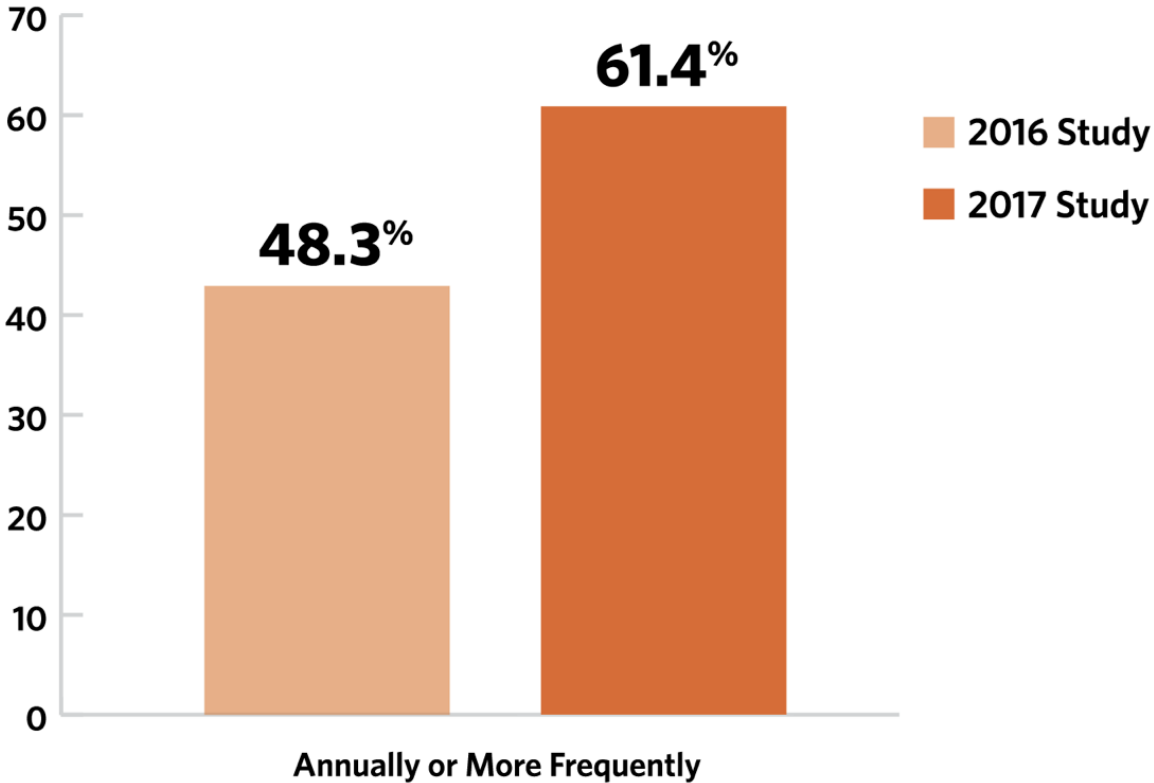
Source: Referral Marketing for Professional Services Firms

Map Content to the Client's Journey

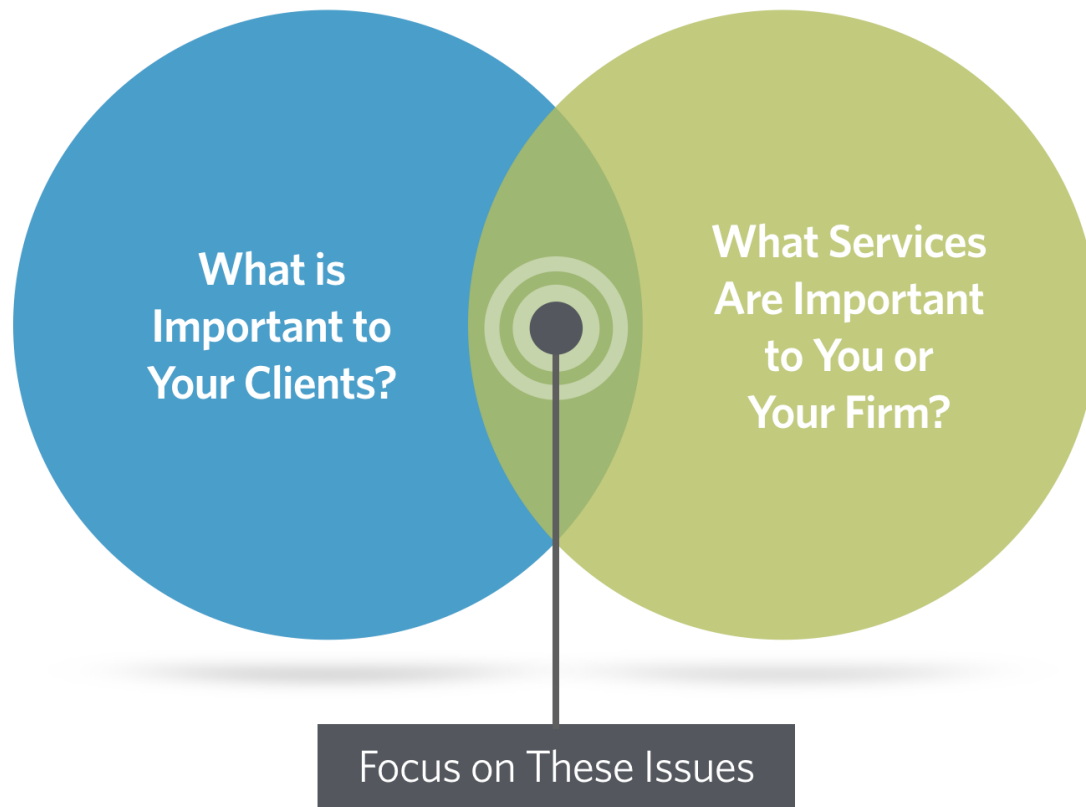


Activity \neq Impact

AEC Research Frequency



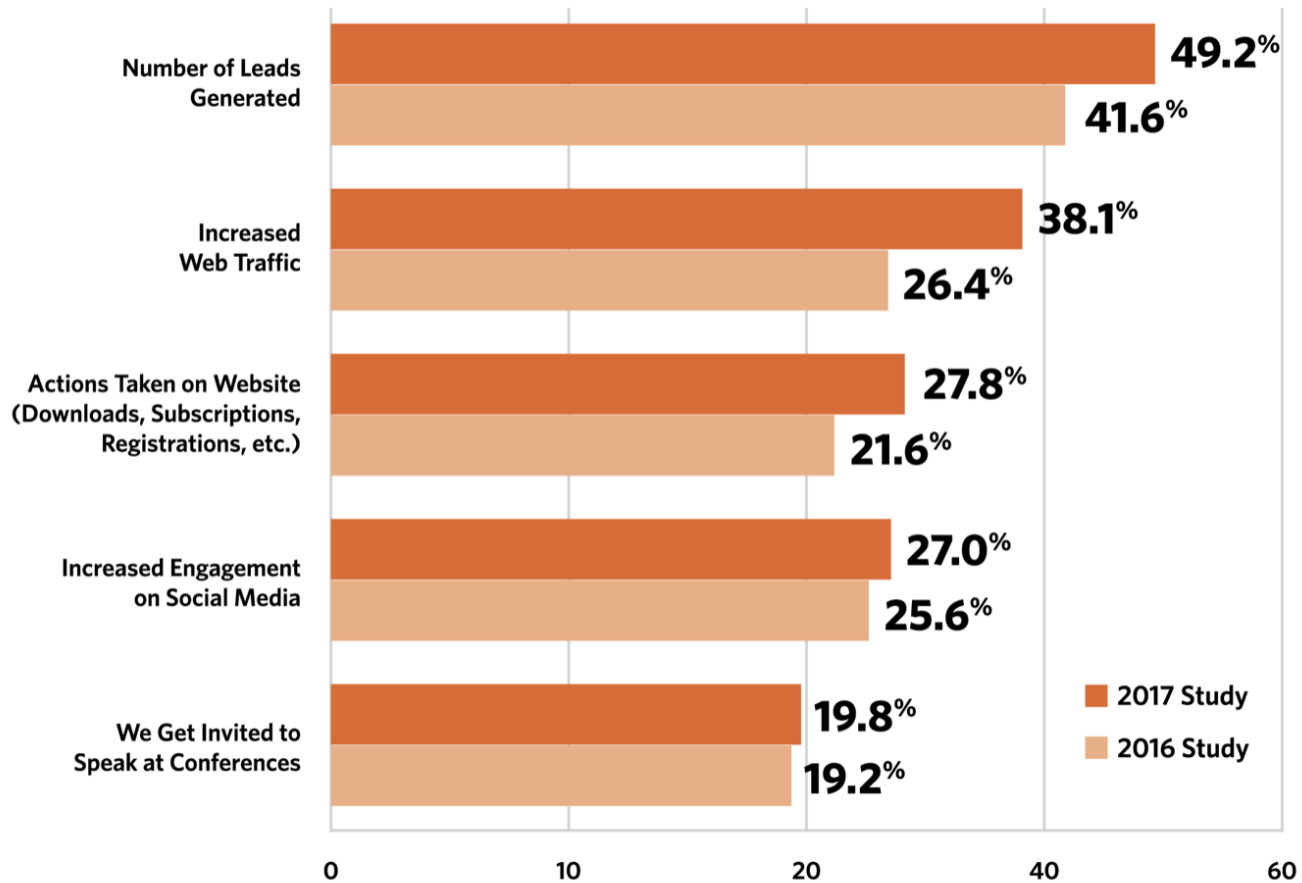
Positioning Your Firm in the Marketplace



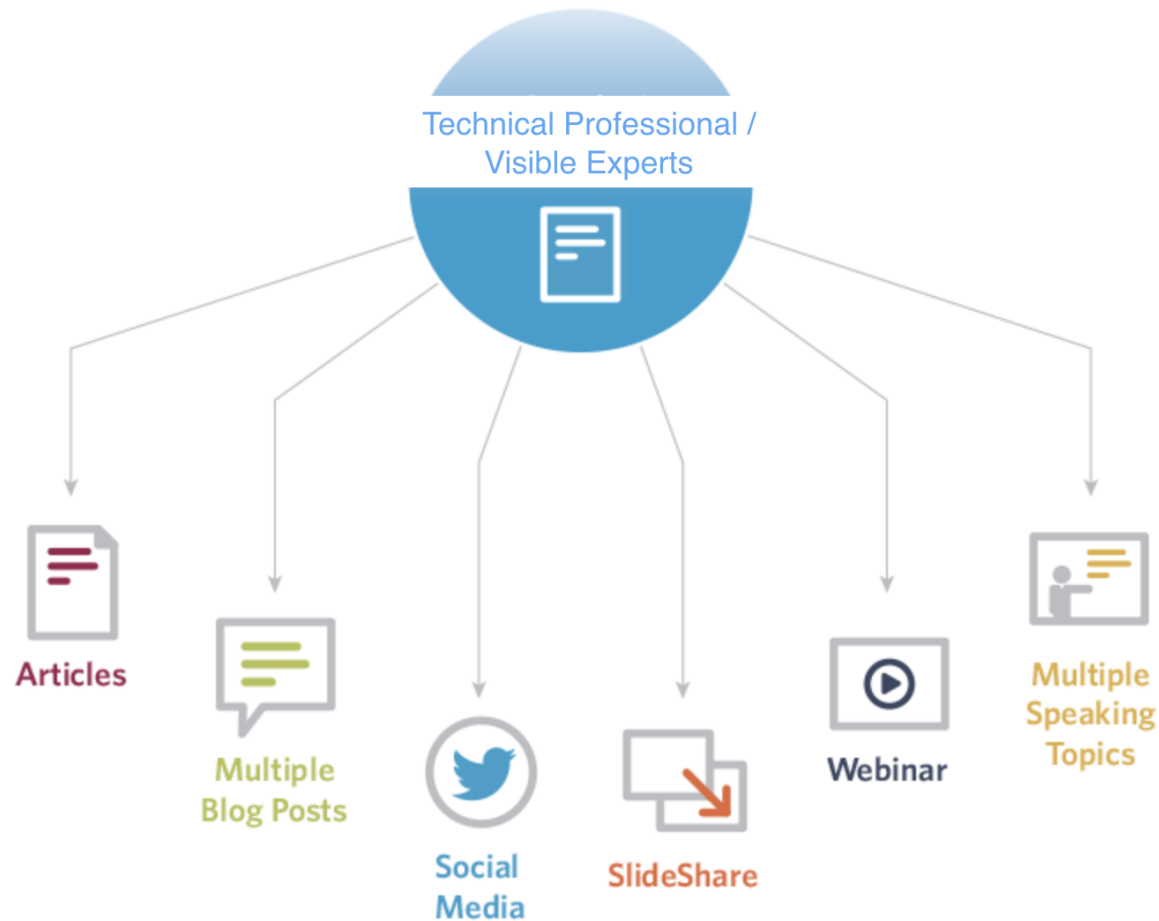
Hit Rate and Beyond

Metrics that Matter

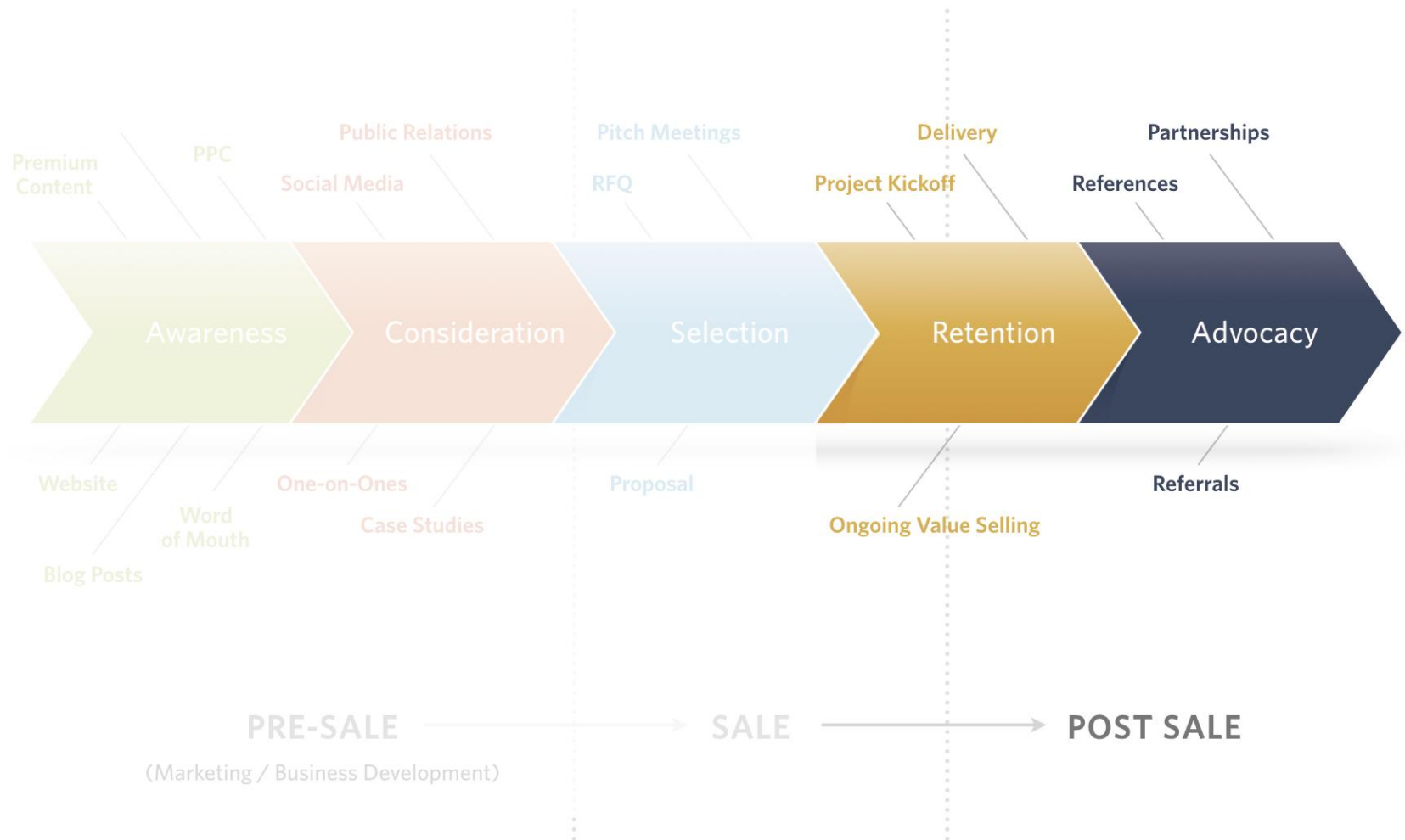
Metrics Used to Track Marketing Success



Selling: The Role of Visible Experts



Post-Sale



Going Beyond Traditional Client Referrals

81.5%

of firms have received
a referral from people
they have not worked with

Source: *Visible ExpertsSM: How High Visibility Expertise Helps Professionals, Their Firms, and Their Clients*

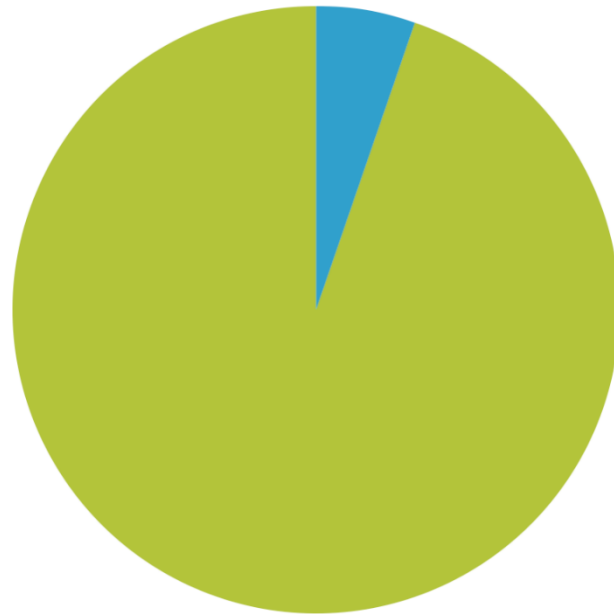


NATIONAL SOCIETY OF
PROFESSIONAL ENGINEERS

Three Types of Referrals

- > Reputation
- > Expertise
- > Experience

Where Do Non-Client Referrals Come From?



5.5%

Comes from
someone you've
met before

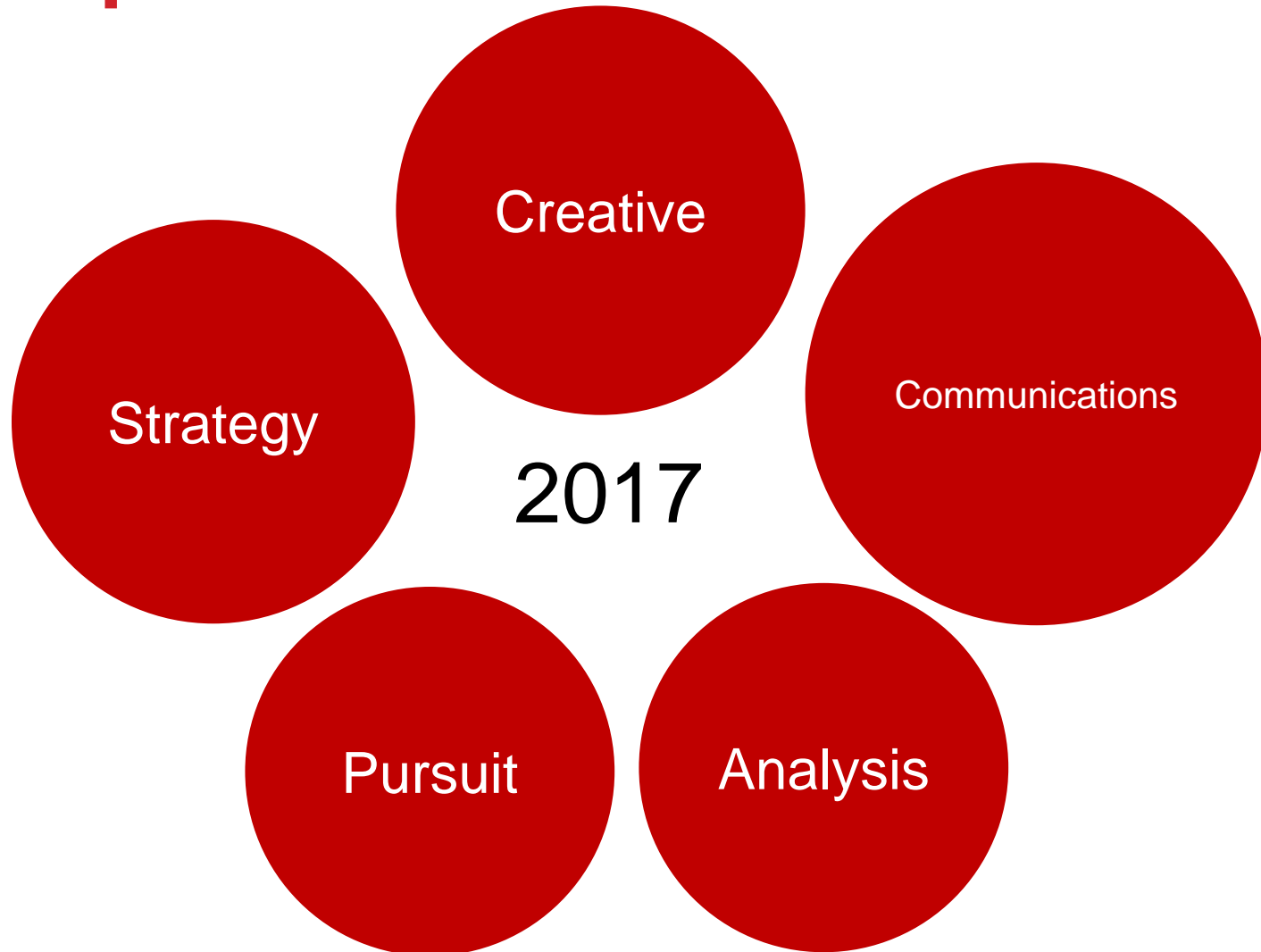
94.5%

Comes from your
reputation, expertise,
and visibility

Source: Referral Marketing for Professional Services Firms

Marketing Department

Structuring the Modern Marketing Department



Professional Services Client Experience Journey



In Closing

Key Takeaways

- > There is a new type of buyer
- > Buyers have different expectations and behaviors
- > The client journey is self directed
- > Self education is key
- > Content builds trust
- > Content = expertise

New Approach to Engineering Marketing- How to Future-Proof Your Firm

To receive credit for this course, each registrant will need to take the quiz below and pass with a score of 70 or above. Click link

<http://quiz.nspe.org/quiz/new-approach-engineering-marketing.aspx>

to take the quiz.

New Approach to Engineering Marketing- How to Future-Proof Your Firm

NSPE would like your feedback regarding this live webinar. Click link

<https://www.surveymonkey.com/r/T3JN5BK>

to take a short survey.