

Building a Winning Marketing Function in Professional Services

From an Executive Search Firm on the Rise

In the professional services world, reputation and relationships are king. The value that you bring to clients speaks for itself and can spread quickly through networks via word of mouth.

In today's digital world, though, buyers search online to find solutions to their problems to get a well-rounded viewpoint. These days, a vibrant, professional digital presence is table stakes; 75% of users make judgments about a company's credibility based on their website design.³ If you're relying only on networking and word of mouth to drive business growth in professional services, you're missing out on a big opportunity.

Take our client in the professional services industry, The Bowdoin Group, as an example. Bowdoin is an award-winning executive search firm that specializes in leadership and strategic roles for a wide range of companies. The firm had been growing at a steady pace since its inception in 1994, despite the fact that the team hadn't invested a lot of resources in marketing efforts. Success had come as a direct result of the strong relationships forged with clients and the excellent reputation the team had earned over the years. 95% of Bowdoin's new clients re-engaged for a second executive search. However, after nearly two and a half decades, the leadership team realized that in order to achieve the kind of growth they had planned for the next five years, it would require taking marketing to the next level.

Bowdoin had no internal marketing function and the thought of building one from the ground up seemed overwhelming, time-consuming, and expensive— not to mention the risk involved in making the wrong investments early on.

Bowdoin understood the importance of revitalizing its digital brand.

71% of B2B researchers start with a generic online search.¹

9 out of 10 B2B buyers say online content has a moderate to major effect on purchasing decisions.²



Dave Melville
CEO and Founder,
The Bowdoin Group

Magnetude has helped us focus our marketing efforts and rebrand our company so that we can proudly showcase our brand to the outside world. Our marketing has come a long way in the past year thanks to our partnership with Magnetude, and the work we're doing together is helping us build strong traction in our markets, both within and outside of our existing networks. We look forward to continue working together in support of our growth strategy.

Bowdoin | Group

Executive Search. Expect More.



Bowdoin's new logo and tagline was created to represent the fact that it is not your average executive search firm. Many firms feel trapped working with their executive search firms and don't actually enjoy the process of finding candidates. With Bowdoin, clients can expect to enjoy the process and get great results.

The common area in Bowdoin's office, complete with a high top table for working, lounge area, television, refrigerator, coffee machine, and chalkboard listing upcoming events and weekly quotes.

The Bowdoin Group's Near-Term Marketing Plan:

They knew they wanted to up-level their branding to reflect the quality of service they delivered, but they weren't sure of the best way to position themselves in their competitive market. In addition, when considering how to build up the marketing function more broadly, they weren't sure what to tackle first, or what would give them the biggest bang for their buck – be it social media, content marketing, public relations, or something that wasn't even on their radar.

The team was referred to Magnetude Consulting because of the breadth of services Magnetude provides and its excellent reputation working with B2B firms with limited in-house marketing capacity.

Magnetude started the engagement with our [Rapid Marketing Assessment & Plan](#) engagement to understand how Bowdoin fits into the executive search marketplace. We assessed the competitive landscape and benchmarked the firm through the lens of market position, branding and messaging, thought leadership, digital presence, partnerships, social media, and overall marketing efforts. Once we had analyzed and assessed the full potential of marketing opportunities, we shared our recommendation for a near-term and a long-term plan.

Developing A More Sophisticated Brand

The Bowdoin Group's brand no longer did justice to the strong reputation they had worked so hard to cultivate. The team is unique, flexible, creative, well-respected, collaborative, fun, hardworking, and—most importantly, is ranked in the top 2% of executive search firms for customer satisfaction. They wanted their brand to reflect all of that. In addition, The Bowdoin Group's business model is unique – they focus on executive and strategic roles across four verticals (Digital Health, BioPharma, FinTech and Financial Services, and Software) and they build out large-scale commercial teams. Executive search companies typically focus on one or the other, and usually play in one or two verticals at the most.

We were challenged with developing a brand that resonated with all four verticals as well as both the executive searches and commercial build-outs.

We worked with them to develop a refreshed look and feel, a new tagline, and messaging for their various target audiences.

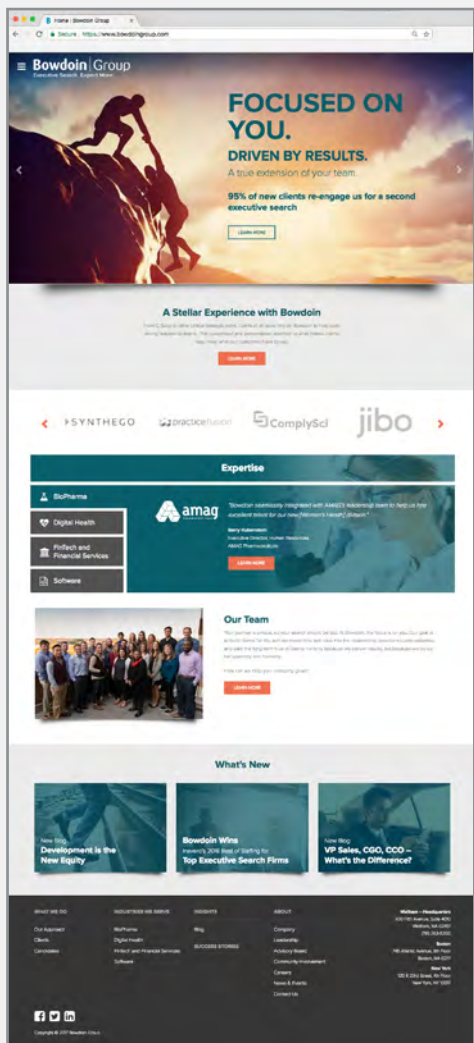


Scott Aldsworth
Chief Revenue Officer,
The Bowdoin Group

I brought Magnetude on to help develop our marketing strategy and build out the overall function. The marketing assessment and plan they developed gave us the right marketing roadmap for our company's growth trajectory. We have continued working with Magnetude beyond their marketing plan to execute on their recommended marketing and sales enablement programs to help us further establish a name in the industry. Magnetude is an instrumental partner in our firm's journey.

Creating a New Website and Marketing Collateral

Armed with the new brand, we tackled Bowdoin's website, an important part of any professional service firm's image. Bowdoin's website was dated and the leadership team was eager to create a more compelling one. The new website not only uplifted Bowdoin's visual brand, but also included thought leadership, targeted messaging, statistics that proved their great work, and more. In addition, we linked their recruiting platform to their website so candidates could have a seamless experience submitting their resume. Once the new website was finished, we created additional branded materials for the sales team, including a sales presentation, a company overview brochure, and collateral for each vertical.



Bowdoin's new website not only took the look and feel of their brand up a few notches, it also included thought leadership, targeted messaging to specific verticals, and more.



Bowdoin's new overview brochure highlighted what the company does, the different services it provides, and the industries it serves.



Using Bowdoin's proprietary compensation data, we created a Digital Health Market Brief which described the difference in base and OTE compensation for executive sales leaders and territory reps across the U.S.

In the website's first couple of weeks post-launch a highly qualified prospect found Bowdoin's website through a Google search. After the first meeting, they said they were attracted by "its modern look and feel, the verticals Bowdoin works in, and the culture of the team."

34% increase in website visitors within 6 months

20% SEO Score increase. The score indicates how well websites are indexed with Google, which results in appearing in more web searches more often.

Sharing Thought Leadership

In professional services, thought leadership is paramount. Your expertise is what you are known for and what sells work. Bowdoin's expertise across different verticals and within executive search is impressive, but wasn't being shared with their target networks. We worked with leadership and practice leads to build a thought leadership strategy and develop regular blog posts, vertical-specific market briefs, and other compelling pieces of content. Not only does sharing regular content increase brand awareness and raise visibility and credibility, but it also helps showcase their perspective on important topics and stay top of mind among known audiences.

Implementing a Basic Marketing Automation Infrastructure

The capabilities of HubSpot are endless, but in reality, Bowdoin wasn't ready to take advantage of the full scope of possibilities just yet. To start, we linked HubSpot to the website so that the team could create landing pages for various events they host, blog subscriptions, and contact forms.

Bowdoin also wanted to engage in email marketing, so we worked with the team to transfer their existing database into HubSpot with guidance on how best to segment audiences. We also created email templates and began sending emails to targeted prospects. With these basics underway, we were ready to start planning more sophisticated usage in areas including search optimization and feeding website visitor and prospect intelligence to the sales team.

Training Leadership on How to Maximize Social Media Impact

For most professional service firms, the networks of the leadership teams are extensive, which is a great resource for marketing teams to leverage. We held a training workshop for the leadership team and practice leads on how to improve their presence on LinkedIn, which included upgrading their profiles, engaging with their networks regularly, and sharing thought leadership.

Our goal with Bowdoin's near-term marketing plan was to set up the foundations for future marketing success. Many professional services firms feel that marketing is an "all or nothing" effort, which couldn't be further from the truth. Get the right foundations in place, begin feeling the positive momentum, and then turn your focus to your longer-term marketing roadmap.



The CEO's First Two Posts On LinkedIn's Blogging Platform Received:

BLOG 1	1,800 impressions	273 likes	11 comments	39 shares
BLOG 2	1,558 impressions	153 likes	12 comments	36 shares

Want to learn more about how to build a winning marketing function for your business?

CONTACT US

ABOUT MAGNETUDE: Magnetude is a B2B marketing firm that pioneered the fractional marketing approach for small to medium tech-related businesses. The firm offers a wide range of strategic and execution-focused marketing services to seamlessly dovetail into client growth goals.

The company specializes in growth strategy consulting and fractional marketing department services including marketing strategy, messaging, branding, websites, content development, digital marketing, demand generation, sales and channel enablement, and brand visibility.



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¹<https://www.fronetics.com/10-stats-know-b2b-buyers-journey>

²<https://spotio.com/blog/sales-statistics>

³<https://www.swear.com/post/websitefirstimpressions>