Help, I Have No Time for Marketing!
MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist

20+ years in marketing

Broad range of experience

- Advertising, research, business analysis, revenue forecasting
- New business and brand launch in US and overseas
- Launch and led 3 businesses

MBA from top-tier school

Adjunct professor of marketing
Hickman Consulting Partners = Growth
Hickman Consulting Partners = Attention
HELP, I HAVE NO TIME FOR MARKETING!

OUR PATH

STEP 1
Focus on the fundamentals

STEP 2
Avoid tough tactics

STEP 3
Do what works

STEP 4
Measure, then cut or optimize

HELP, I HAVE NO TIME FOR MARKETING!
1. FOCUS ON the FUNDAMENTALS

STEP 1
Focus on the fundamentals

1. Do good work
2. Select the right services
3. Concentrate on your best clients
4. Set the right price
5. Don’t discount
Just say no to cold calls!
2. AVOID TOUGH TACTICS

1. Advertising
2. Public relations
3. Sponsorships
4. SEO and Google AdWords
5. Heavy social media
6. Trade shows
Focus close in:
current clients + your network.
3. DO WHAT WORKS

1. Email
2. Strategic networking
3. Select speaking engagements
4. Planned social media: LinkedIn, Facebook
5. Handwritten cards
Do less:

prioritize ruthlessly.
4. MEASURE, then cut or optimize

**STEP 4** Measure, then cut or optimize

1. Calculate return on investment
   - Calculate total resources invested
     - Total out-of-pocket costs + (hours x cost per hour)
   - Total return
     - Ideally, total margin generated: revenue – direct costs
     - Less exact: number of clients signed
   - Total return / total dollars invested = return on investment

2. Cut tactics with low ROI

3. Focus on tactics with high ROI
   - Continue to optimize/improve return on investment
Which tactics work best for your firm?

How do we make them work better?
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RESOURCES: