Help, I Have No Time for Marketing! PRACTICE MANAGEMENT ADVISORY SERVICE OF THE D.C. BAR SMALL FIRM LUNCH AND LEARN SERIES • SEPTEMBER 13, 2018 SPEAKER: MARY ELLEN HICKMAN

MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist



- 30 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



OUR PATH

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STEP 2
Avoid tough tactics
STEP 3
Do what works

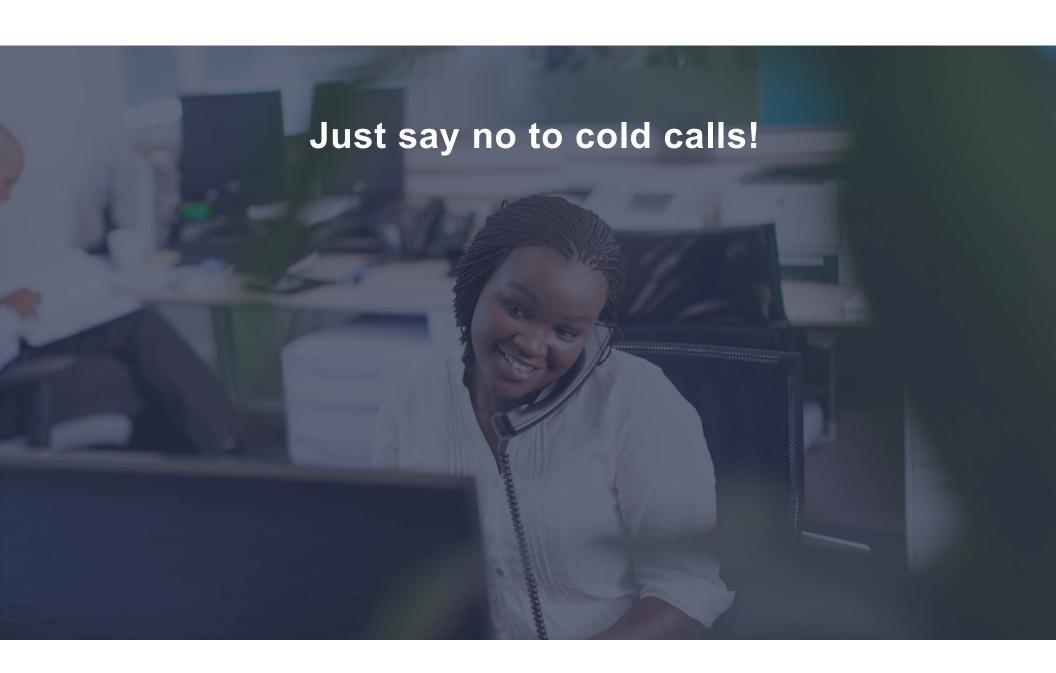
STEP 1
Focus on the fundamentals

1. FOCUS ON THE FUNDAMENTALS



- 1 Do good work
- Select the right services
- 3 Concentrate on your best clients
- Set the right price
- 5 Don't discount

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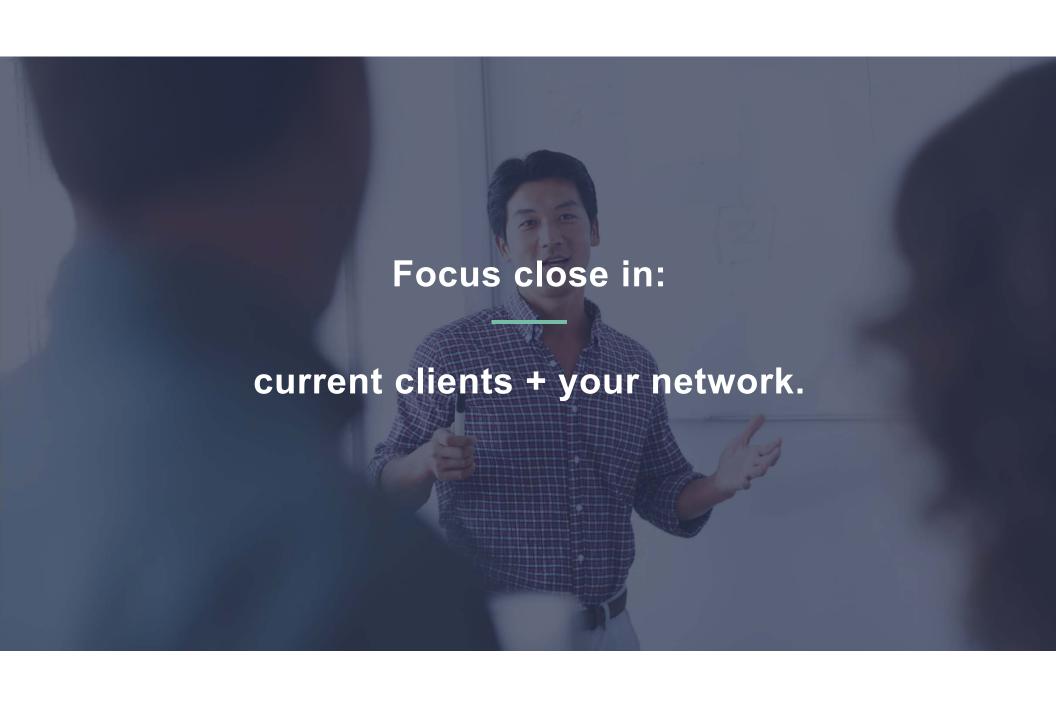


2. AVOID TOUGH TACTICS



- 1 Advertising
- Public relations
- 3 Sponsorships
- 4 SEO and Google AdWords
- 5 Heavy social media
- 6 Trade shows

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3. DO WHAT WORKS



- 1 Email
- Strategic networking
- 3 Select speaking engagements
- 4 Planned social media: 🗓 👣
- 5 Handwritten cards

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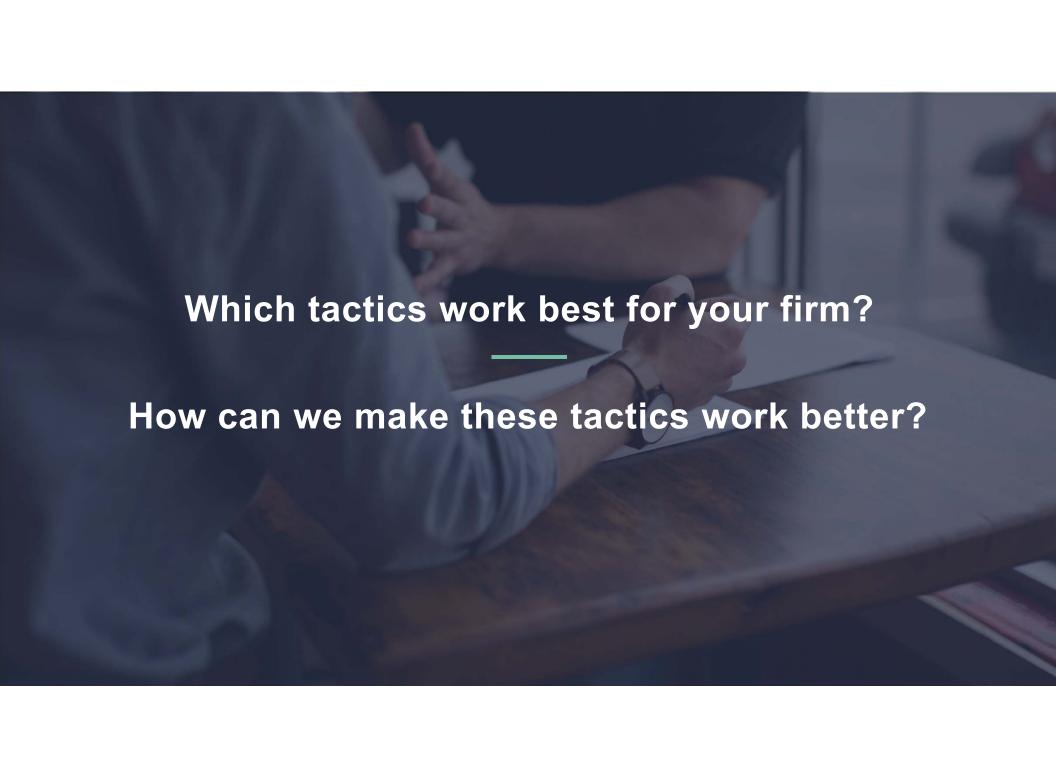
Do less:

prioritize ruthlessly.

4. MEASURE, THEN CUT OR OPTIMIZE



- 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
- Focus on tactics with high ROI
 - Continue to optimize/improve return on investment



OUR PATH

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STEP 4
Measure, then cut or optimize

STEP 3
Do what works

STEP 1
Focus on the fundamentals

