



Help, I Have No Time for Marketing!

PRACTICE MANAGEMENT ADVISORY SERVICE OF THE D.C. BAR
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SPEAKER: MARY ELLEN HICKMAN

MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist

HICKMAN
Consulting Partners, LLC

 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



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



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



STEP 2

Avoid tough tactics

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

A man in a plaid shirt is standing in a meeting room, holding a whiteboard marker and gesturing with his hands. He is looking towards the camera. The room has a whiteboard in the background and other people are visible in the foreground, slightly out of focus. The overall lighting is dim, with a blueish tint.



Focus close in:

current clients + your network.

3. DO WHAT WORKS



STEP 3
Do what works

- 1 Email
- 2 Strategic networking
- 3 Select speaking engagements
- 4 Planned social media:  
- 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

A person in a light blue long-sleeved shirt is writing on a document on a wooden table. Another person's hand is visible in the background, gesturing. The scene is dimly lit, suggesting an indoor meeting or office environment.

Which tactics work best for your firm?

How can we make these tactics work better?

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Q&A



MARY ELLEN HICKMAN, MBA

HICKMAN CONSULTING PARTNERS

MARKETING STRATEGY FOR GROWTH

growth@hickman-partners.com

RESOURCES:

