
Help, I Have No Time For Marketing: Holiday Edition

PRACTICE MANAGEMENT ADVISORY SERVICE OF THE D.C. BAR
SMALL FIRM LUNCH AND LEARN SERIES • NOVEMBER 7, 2019
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 the US and overseas
- Launched and led 3 businesses



MBA from top-tier school



Adjunct professor of marketing


Hickman Consulting Partners = Growth



Hickman Consulting Partners = Attention



OUR PATH



STEP 1:
Focus on the fundamentals




STEP 2:
Avoid tough tactics



STEP 3:
Do what works

STEP 4:
Tailor to the holiday season



STEP 5:
Evaluate results

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 checkered shirt is presenting to an audience in a meeting room. He is holding a white marker in his right hand and gesturing with his left hand. The background is a whiteboard with some faint diagrams. The image is overlaid with a dark blue semi-transparent filter.



Focus close in:

current clients + your network.

3. DO WHAT WORKS



STEP 3:
Do what works



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

4. TAILOR TO THE HOLIDAY SEASON



STEP 4:

Tailor to the holiday season

- 1 Strategic networking
- 2 Handwritten cards + holiday gifts
- 3 Email marketing
- 4 Planned social media:  
- 5 Select speaking engagements

A FEW RESOURCES



Save 20% with referral code. Next year, plan for seasonal discounts



Use the free plan (up to 2,000 contacts)



More ways to maximize the holiday season:

- [It's Not Too Late: 3 Holiday Tactics To Jump On, Today](#)
- [How To Make The Holidays Work For You](#)

Do less:

prioritize ruthlessly.

5. EVALUATE RESULTS



STEP 5:

Evaluate results

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

Optimize for next year


- Write down learnings, now
- Cut tactics with low ROI
- Optimize tactics with high ROI

Which tactics will work best for your firm?

How can you make these tactics work even better:

- For the holiday season?
- For short-term results?

OUR PATH



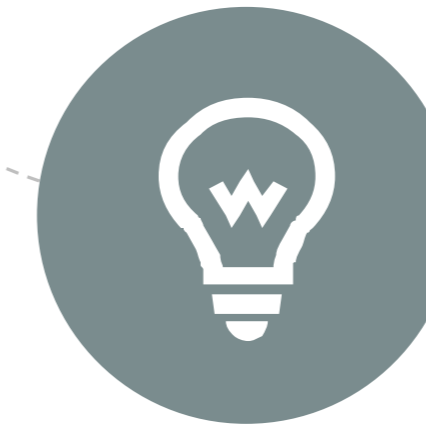
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Q&A



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RESOURCES:

