



Business development and marketing go hand-in-hand. And when they are in sync, your professional services firm can see increases in visibility, growth, profitability, and more.

For this to happen, each team needs to understand the other and how to best support strategic relationships, and other professional contacts in target markets in order to bring in new clients.

- **Marketing** – Responsible for understanding the needs and wants of the target market and developing a strategic plan to establish the firm's overall messaging, benefits, capabilities, and for communicating those out to the target audience.

As you can see, both departments address the same issue—how to engage prospective and current clients—but they have different reasons and means for doing so.

How to Get on the Same Page

With a better understanding of each team's roles and how collaboration can be beneficial, the next question is, in what ways can they collaborate?

Fortunately, there are plenty of opportunities for joint activities that align with client-focused priorities. Here are a few:

- **Strategy development** – From the onset, business development and marketing should work together to determine the best strategy for communicating the firm's message, following up with

Why the Disconnect?

It's common for marketing and business development departments to not work together. In fact, across professional services industries, only a slight majority (54 percent) said marketing and business development activities were strongly coordinated. However, a lack of integration between the two teams can result in wasted efforts and lost opportunities for the firm.

There are a number of reasons why this disconnect might happen. For many firms, it's just the way they've been operating for years. There aren't real processes or intentional opportunities for getting the two departments to communicate. And they might not even realize how important it is.

In other cases, business development and marketing teams might be at odds. Although both teams should be working toward that common goal, it's not always obvious from day-to-day. Business development team might press their marketing teams for more and better qualified leads, while marketing might expect business development to be doing its going on with target clients.

Likewise, when marketing creates the right content that generates interest, coordination with business development ensures that these warm leads can get nurtured, not lost.

About the Author:

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Elizabeth is a nationally recognized expert in high-growth marketing and leads Hinge's Technology and Consulting practices.

How Hinge Can Help:

Hinge has developed a comprehensive plan, The Visible Firm® to address these issues and more. It is the leading marketing program for delivering greater visibility, growth, and profits. This customized program will identify the most practical offline and online marketing tools your firm will need to gain new clients and reach new heights.

