

BUILDING A BUSINESS DEVELOPMENT STRATEGY

DENVER ESTATE PLANNING COUNCIL

NOV. 21, 2019

MEG SATROM

MEMORO CREATIVE CONSULTING



MEMORO
creative consulting

WHAT IS BUSINESS DEVELOPMENT?



WHAT IS MARKETING?



A word cloud of digital marketing terms. The words are arranged in a dense, overlapping cluster. The colors are primarily purple, orange, and pink. The words include: NETWORK, INTERNET, BLOGS, RATINGS, AGGREGATORS, E-COMMERCE, FOLLOWERS, CREATOR, LIKES, BANNER, SEARCH, KEYWORDS, SUBSCRIPTIONS, E-MAIL, PHOTO SHARING, SEM, MARKETING, SOCIAL MEDIA, MOBILE, TECHNOLOGY, SEO, APPS, LIVESTREAMING, VIRAL, SEARCH, VIDEOS, REVIEWS, MOBILE, and SHARING.

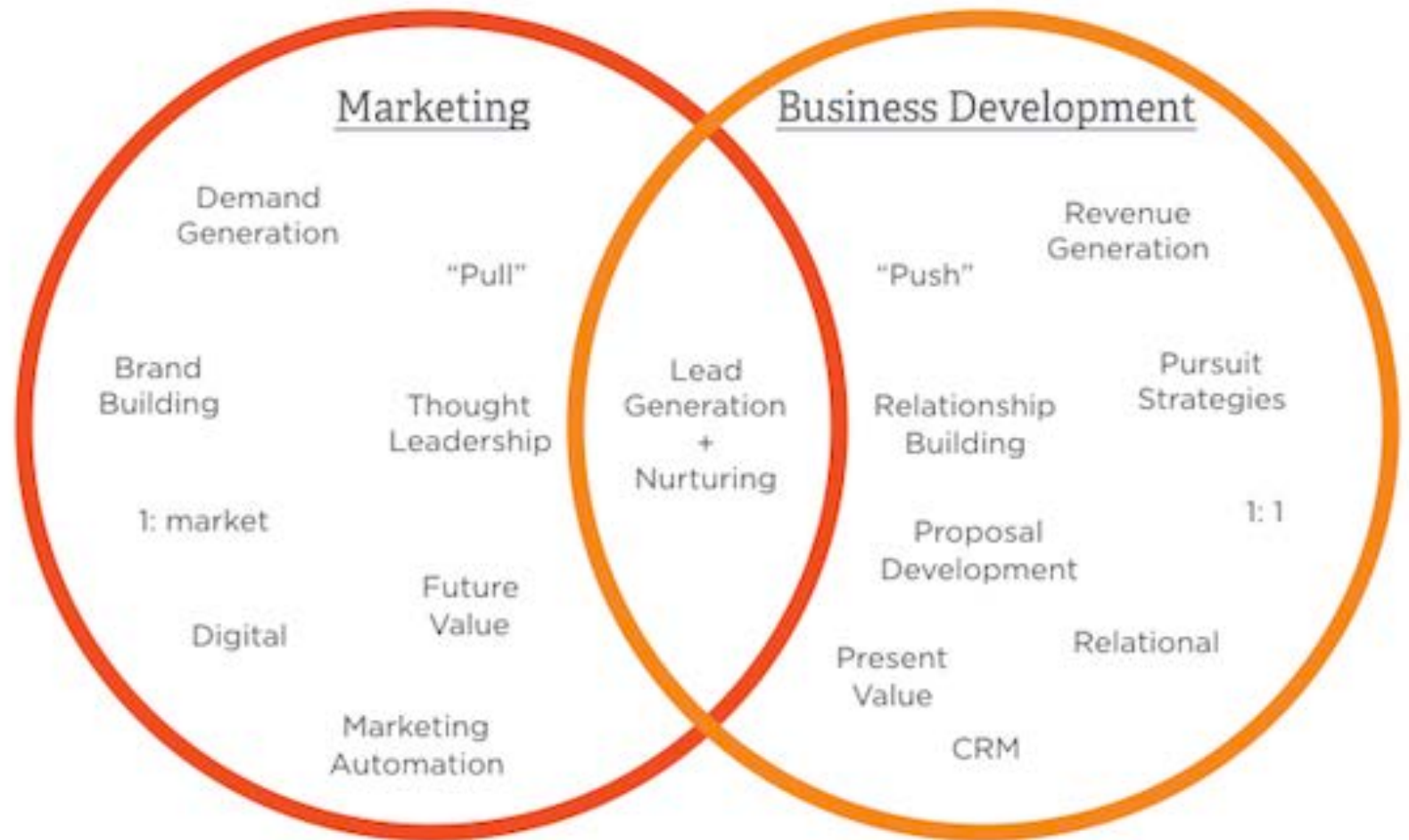
HOW NOT TO
THINK ABOUT
THIS PROCESS



Transactional



BUSINESS DEVELOPMENT & MARKETING



HOW TO CREATE A COMPREHENSIVE STRATEGY

Mix of many elements:

- In-person activities with key contacts
- Public relations
- Media Relations
- Advertising
- Marketing Collateral Materials
- Sponsorships and Strategic Partnerships
- Events, Tradeshow, Speaking Engagements
- Awards, Honors Recognition
- Community Relations



NEW PROFESSIONALS SHOULD:



KNOW WHAT YOU
HAVE TO OFFER



BE INTENTIONAL



GET CREATIVE



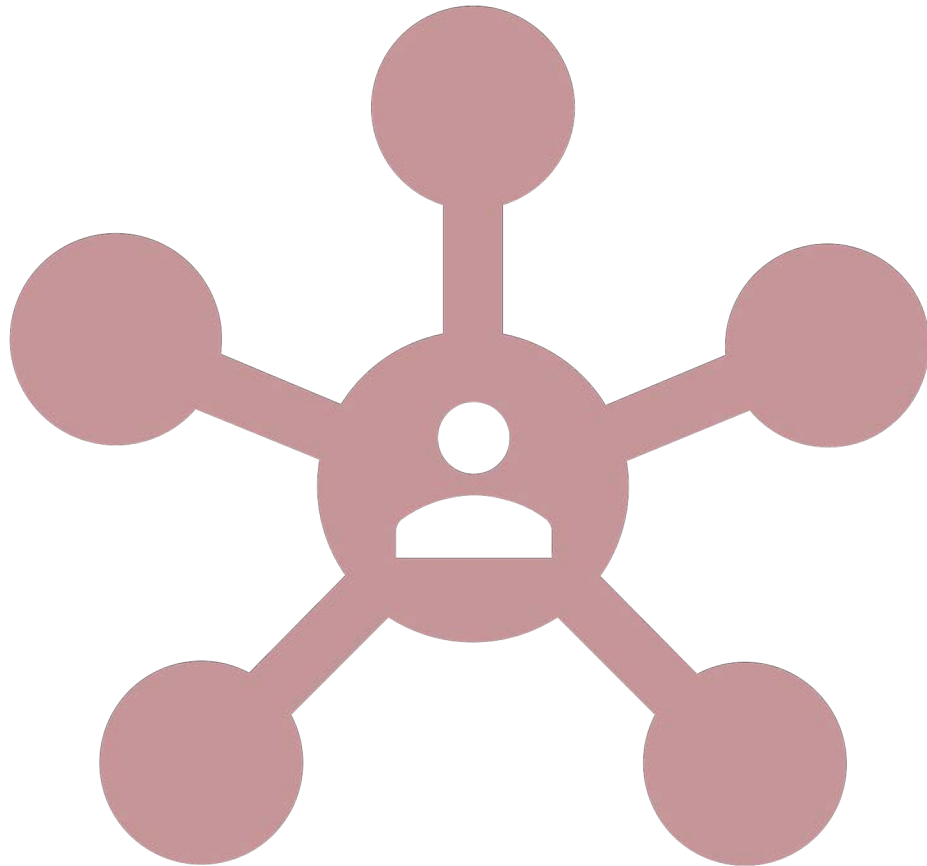
BUILD YOUR
NETWORK



GET OUT OF THE
OFFICE

HOW TO BUILD A NETWORK





WHERE TO MEET PEOPLE

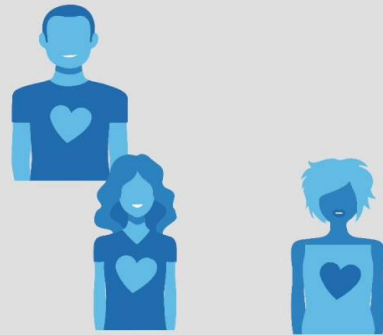
- Your own company
- Alumni associations
- Nonprofits/boards of directors
- Trade associations
- Young professional organizations (e.g., Colorado Bar Young Lawyers)
- Meet-ups
- Organizations that do what you love (e.g., country clubs)



WHO TO MEET

YOUR GOAL IN BUILDING A NETWORK

Relational



NOT

Transactional



NETWORKING EVENTS



A NOTE ON INTROVERTS



IF YOU'RE LOOKING TO BECOME A RAINMAKER...

- The number one skill you
need to build is

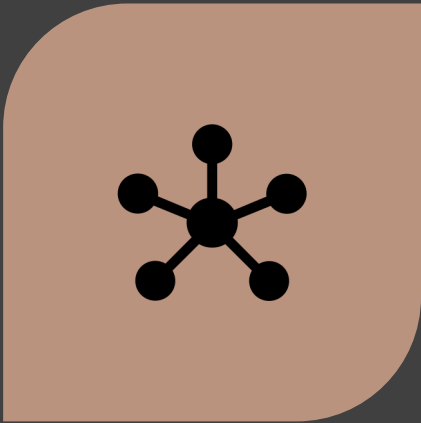
RESILIENCE



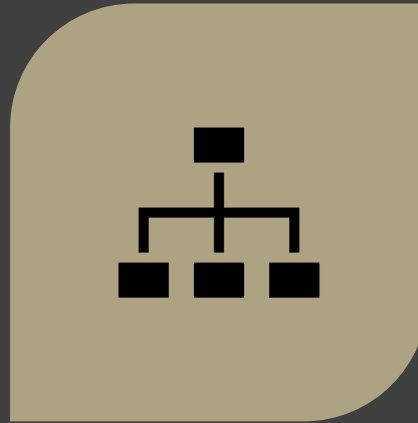
OTHER BEST PRACTICES WHEN BUILDING A NETWORK



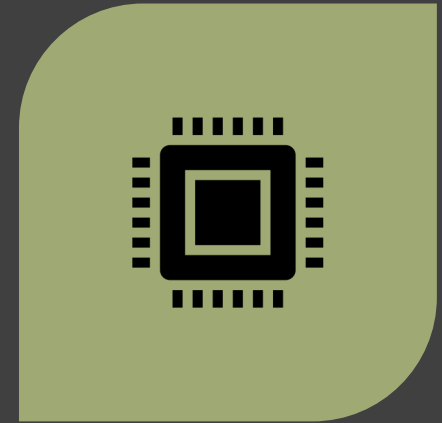
IF YOU HAVE AN ESTABLISHED NETWORK:



HELP YOUNGER PROFESSIONALS
BUILD THEIR NETWORKS
(THEREBY GROWING YOUR OWN)



BUILD A SUCCESSION PLAN



FOCUS ON DIGITAL/MORE
PASSIVE NETWORKS

DIGITAL OR ONLINE MARKETING



+

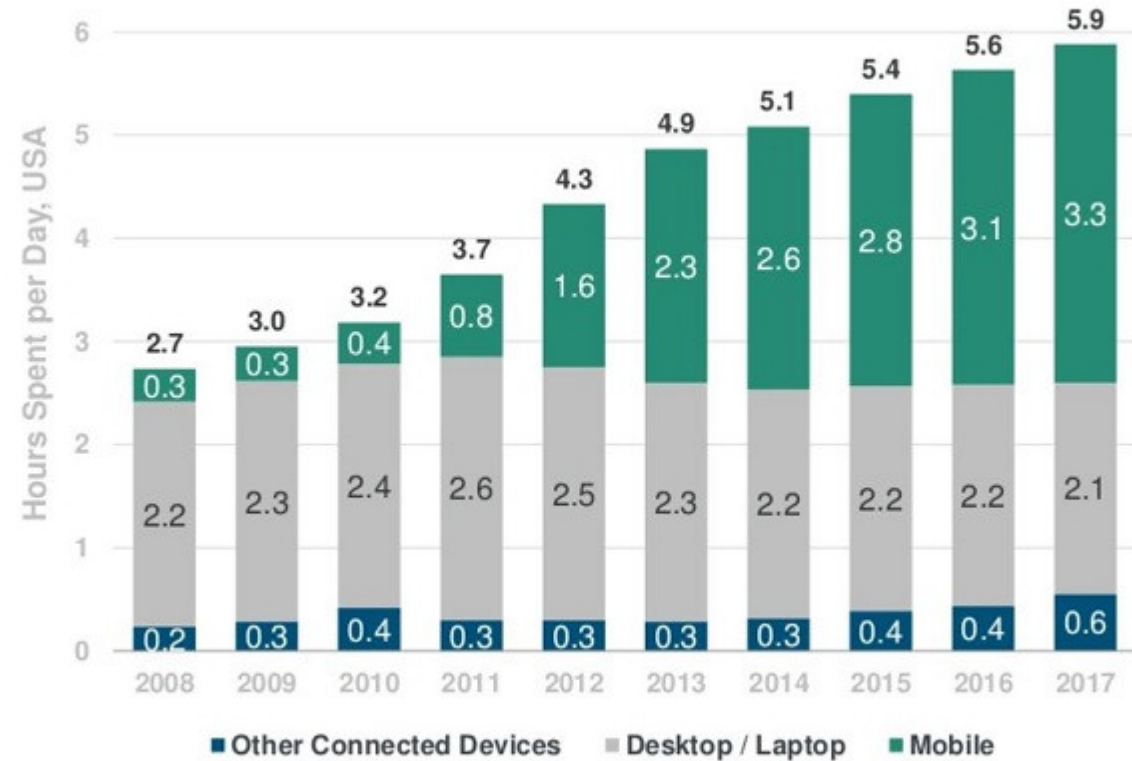


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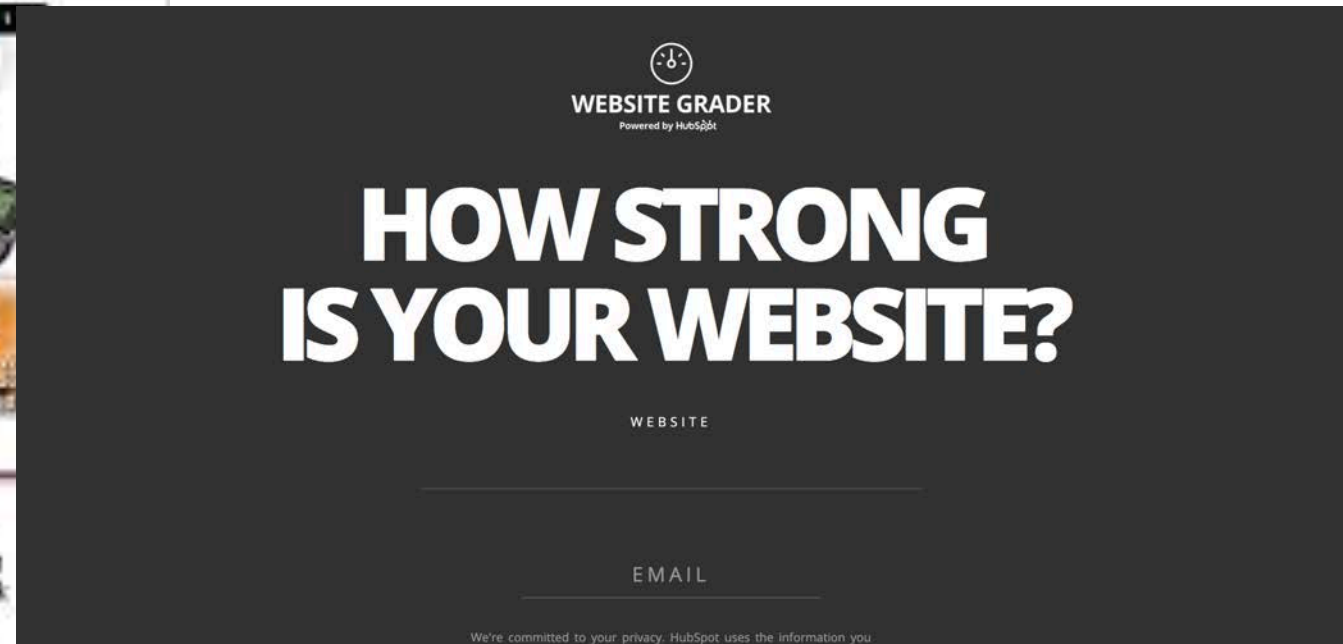


WHY AN ONLINE PRESENCE MATTERS

Daily Hours Spent with Digital Media per Adult User



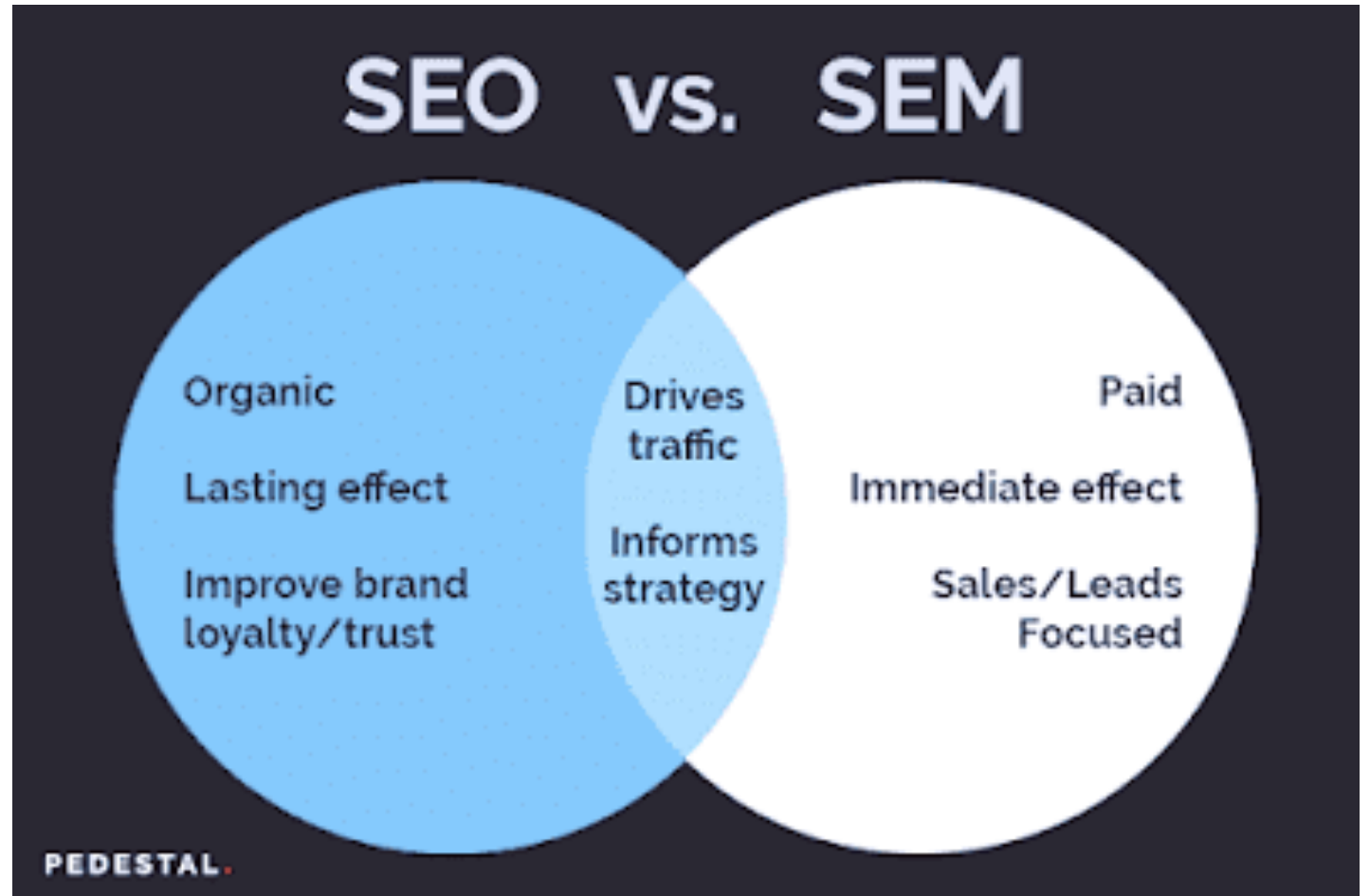
WEBSITE BEST PRACTICES



- Blogging
- Social Media
- SEO

- Lead Generation (engagement)
- Mobile

SEO V. SEM



SOCIAL MEDIA BEST PRACTICES

THERE ARE MORE THAN 1,200 SOCIAL MEDIA SITES

THEY ARE ALL DISCOVERABLE

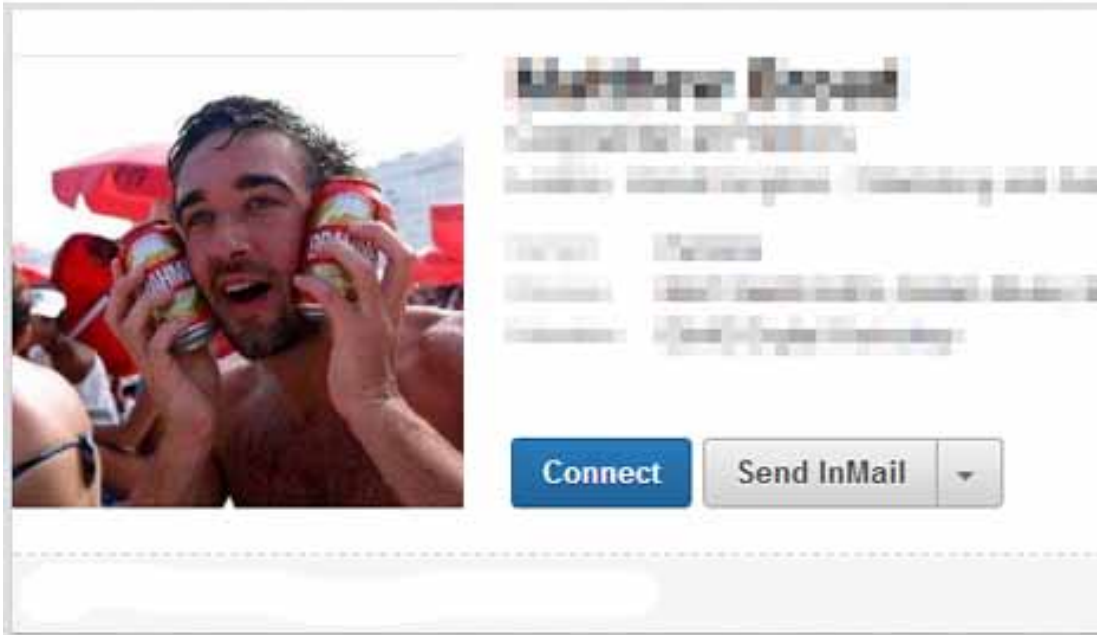
USE SOCIAL MEDIA TO YOUR BENEFIT

THOUGHT LEADERSHIP IS KEY

SOCIAL MEDIA BEST PRACTICES



A NOTE ON LINKEDIN



Assistant to the [REDACTED]

November 2007 – Present (7 years 7 months)

I pretty much hang around and point out my staff's shortcomings, talk on the phone, and complain about how things should be.

I resist the urge to violently act out in response to whatever stupidity happens to come across my plate in any given day. (this is actually part of my formal job description as well as the specific language in the third restraining order)

Sometimes I make a sales call.

I do customer service because of my people skills. In fact, "Customer service. Art's full of it" is a phrase my entire staff adopted without any help from me. Sometimes they shorten the phrase a bit, to save time.

I avoid meaningful engagement and work, if at all possible.

▸ 9 honors and awards

▼ 4 recommendations, including:



[REDACTED] has the funniest LinkedIn profile I have seen. I'm hoping its not all true but it made great copy for my article! Thanks... View ↓



I have known [REDACTED] for many years. [REDACTED] has been taking care of our Copier needs since 1996. His knowledge of the the industry... View ↓


[2 more recommendations ↓](#)

OPTIMIZING YOUR ONLINE PRESENCE

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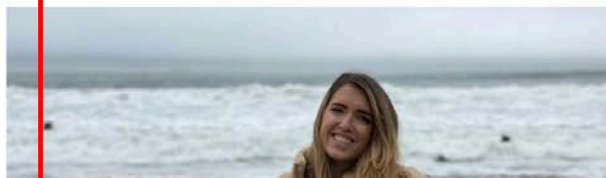
Hayley Leibson Contributor 
ForbesWomen

I drive inclusion in technology and product to improve the world.

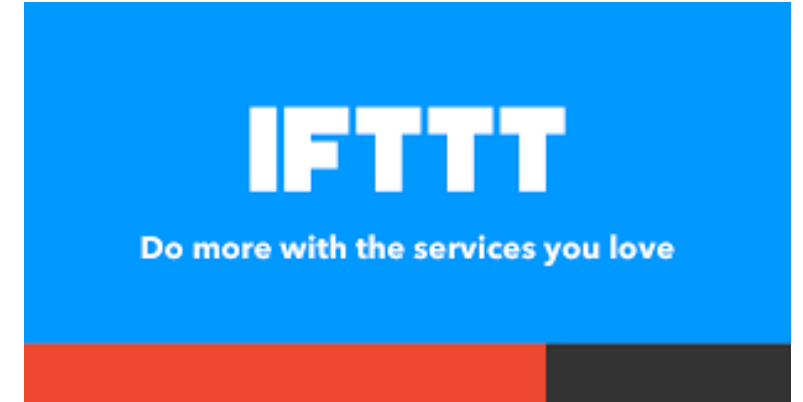
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Value. It's what you'll



THOUGHT LEADERSHIP



Rita Sanzgiri • 1st

Shareholder (patents) at Sheridan Ross P.C.

1d • Edited • 🌐 Anyone

Excellent discussion on developing a robust patent portfolio at the CBSA biobreakfast last week. A big shout out to [@Mark Bales](#), [@Brynmor Rees](#) and [@Paul Wickman](#) for a spirited discussion. And to [@Jennifer Jones](#) ...see more

BioBreakfast • 29 pages

SHERIDAN
ROSS attorneys at
innovation
pc
patent / trademark / copyright

Developing a Robust IP Strategy CBSA BioBreakfast, October 2019

Moderator: Rita Sanzgiri, Shareholder, Sheridan Ross

Mark Bales, Principal IP Counsel, Somalogic

Brynmor Rees, Assistant VC for Research & Innovation, CU, Boulder

Paul Wickman, Vice President IP, Ultragenyx Pharmaceuticals



www.sheridanross.com



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TIME COMMITMENT

- 2-5 hours a week is a good goal
- Time in = results
- Not a direct relationship



HOW TO PRIORITIZE BUSINESS DEVELOPMENT EFFORTS

- Personal quality time with existing clients and referral sources
- Outreach/relationship building with secondary contacts
- Add industry seminars, events, trade association meetings in periodically
- Do proactive (passive) outreach to existing network
- Sign up to write or speak at a conference for a target market
- Create digital thought leadership
- Outreach to tertiary contacts

ACCOUNTABILITY

“If it can be measured, it can be improved.”

– Peter Drucker





IT'S ALL
ABOUT
BALANCE