

# How Deltek and Hinge Used Research-Based Content to Grow a Key Market

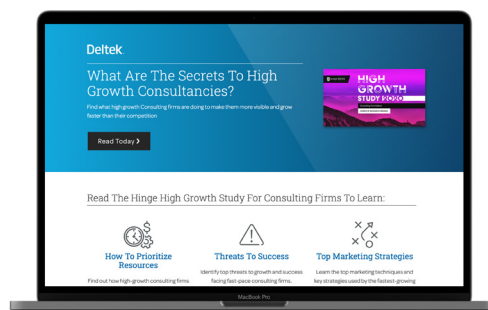
Deltek, a leading provider of enterprise project software, wanted to strengthen its reputation in the consulting vertical—a market that represented a tremendous growth opportunity for the firm. And Hinge had an intriguing portfolio of assets to reach that market, including market research on consulting firms, a high-quality industry list, ready-to-go studies that could be licensed and promoted to prospective clients, veteran webinar presenters, and the expertise and resources to create engaging, custom-built content on an aggressive timeline.

The results were exceptional. The campaign was more successful than any similar campaign Deltek had ever launched—reaching and engaging thousands of high-caliber prospective clients.

## How it Began

Deltek’s consulting division discovered Hinge through a simple Google search. They had been working with another research firm for a number of years, but they were looking to audition a new partner. After talking to Hinge’s research arm, the Hinge Research Institute, Deltek decided to license the consulting edition of Hinge’s annual High Growth Study for one year.

Deltek’s timing worked to its advantage. When they closed the deal, the research was already half a year old. So Deltek asked if they could license the current study for six months and the upcoming version for the last six months. They were able to promote two studies to their audience in a relatively short period of time!



Learn more about what the Hinge Research Institute can do for you.

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### A Spirit of Collaboration

To promote the research and provide some direct exposure to new prospects, Deltek and Hinge collaborated on a live roundtable event in Tysons Corner, Virginia, bringing together a panel of industry experts and a receptive audience. In addition, both organizations promoted the study and the event to their respective email lists.



### Springing into Action

In the spring of 2020, Hinge and Deltek collaborated on a brand new piece of content—a rich playbook of strategies and tactics that consulting firms could use to grow and advance their businesses. To give it extra credibility, we incorporated key findings from our research and described real-world examples. We wanted the playbook to be an unbiased piece of educational content, so we avoided promoting Deltek’s products directly in the copy. Yet we were able to convey through context that Deltek could help businesses achieve these goals.

Deltek promoted the finished piece to their list and offered for download on their website. We had divided the playbook into four sections, each of which could be promoted to prospects in different quarters of the year. And each section also included a standalone checklist, which gave Deltek four additional pieces of content to deploy in their marketing program.

The content was an instant success. In fact, other divisions in the firm began using the playbook in their own business development activities.



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## Online Training

Hinge also collaborated with Deltek's team in other ways. Notably, we conducted joint webinars using material from the research and the playbook to attract new prospects and build interest in Deltek's offerings. One of the webinars addressed the challenges of consulting in a virtual world. Offered early in the pandemic, it attracted an unusual amount of attention. Another webinar—on the topic of high growth—was one of the division's top performers.

The playbook became Deltek Consulting's number 1 download—outperforming the number 2 download by 57%.

## Exceptional Performance

The results from Deltek's collaboration with Hinge have been tremendous. The webinars generated record numbers of registrants, and the high-growth webinar became their top generator of qualified leads.

And in just a few months, the playbook has already become Deltek Consulting's number 1 download—outperforming the number 2 download by 57%. The piece performed so well that it is being translated into multiple languages for a global rollout.



## How You Can Be Like Deltek

Deltek recognized that Hinge had something extraordinary to offer its clients—unique industry-focused research and deep knowledge of the professional services marketplace.

If *your* organization wants to engage a professional services audience in new ways, Hinge has the research-based content, specialized expertise and award-winning design team to attract and persuade a whole new base of prospects.



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