Professional Services Marketing Framework

Nine strategies with a first step for each, the offer to make at each buyer stage, and what changes when buyers ask AI assistants.

01 Nine strategies and the first step for each

Specialise by industry and problem

- Write one sentence: who you help, with what problem, and the result

Publish answers to client questions

- List the 20 questions prospects asked last year, write up the five most common

Give each service its own page

- Split your services page into pages for your three highest-value services

Make your experts visible

- Ask two partners to post one practical lesson a week for 90 days

Turn client work into proof

- Ask three recent clients to let you write up their project

Run referrals as a system

- Write a three-line description referrers can forward

Offer a low-risk first step

- Define one diagnostic with a set scope, timeline and price

Stay in touch with email

- Send one useful email a month to your contact list

Be findable in search and AI

- Ask ChatGPT and Copilot what your firm does, fix inconsistent pages

02 What buyers are really evaluating

- ☑ Do they understand our specific problem?
- ☑ Have they worked with companies like ours?
- ☑ Can they explain the issue clearly?
- ☑ Are they credible?
- ☑ Are they too generic or too specialised?
- ☑ Will they be easy to work with?
- ☑ Can they reduce our risk?
- ☑ Can they help us make a better decision?

03 Match the offer to the buyer's stage

OFFER	BEST FOR
Consultation	Warm
Diagnostic call	Warm
Audit or assessment	Warm
Workshop or session	Warm
Checklist or guide	Cold to warm
Webinar	Cold to warm
Benchmark review	Cold to warm
Proposal request	Ready

04 A small firm on a small budget, in order

1. **One page per service**
   Who it is for, what is delivered, how long it takes, roughly what it costs.

2. **A real profile for everyone who sells**
   On the site and on LinkedIn, saying the same thing in both places.

3. **A referral habit**
   Ask happy clients for an introduction and a short review at the end of every engagement.

4. **One useful piece a month**
   Answer a question a client actually asked, shared by the person who wrote it.

5. **Paid ads last**
   Only once the service pages turn visits into enquiries.

05 How AI search changes the work

CHANGE	WHAT TO DO
Specific service pages get quoted	State who you serve, the problem, deliverables, timing, price range
The people are the product	Real expert bios linked to LinkedIn and their published work
Proof has to exist off your site	Get client reviews and listings in directories, partner lists, press
Pre-call questions become pages	Answer cost, process, timelines and scope in short Q&A form

CHANGE	WHAT TO DO
The trend is the metric	Ask client questions monthly in ChatGPT, Gemini, Perplexity, Copilot

06 The metric that matters

> *Judge marketing by qualified interest from the right clients. One strong opportunity can be worth more than many weak leads.*

Free to share with a link to the source page · © 2026 Mustard Seed Solutions