

choice

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What's Going On In The Coaching World

By Karl Corbett

How Coaches Connect

Results from the 11th annual Executive Coaching Survey

Everyone knows the money won't come in until the message goes out. So what methods do coaches use to promote themselves, and how effective are they? The 11th annual Executive Coaching Survey answers these questions with fresh, new information for the readers of *choice* Magazine. To reflect a changing landscape in marketing, the 2016 survey asked coaches how they promote themselves and make the public aware of their services.

For a wide range of marketing media, coaches told us whether they *use* the medium or *plan to use* it. Based on their answers, we created a power ranking that

rates each medium on a scale of 1 to 100.

Over 70 percent of coaches currently use personal networks, websites and LinkedIn, leading to very high rankings and their designation as the 'Big 3' marketing methods.

In the next tier, we found that coaches use direct mail, Facebook, Twitter, and a newsletter. Brochures and YouTube rank just below them.

Some of the survey options are not widely used, including Pinterest, Yelp and ads in newspapers, radio and television. They aren't included in the chart below, which only shows the 11 most popular methods.

Now that we know what methods they're using, what do respondents say is actually working? Promotion sent by direct mail stands out in a world of digital media. Over 30 percent said direct mail produces good results. No other method produces good results for even 25 percent of the coaches who use it.

The most widely used method, personal networking, ranks as the fourth most effective in getting referrals. Internet ads and Google+, while not widely used, turn out to be pretty effective. Next year, we'll ask the same questions and tell you how your world has changed. ●

