

DOWNLOAD PDF MARKETING MADE EASY FOR THE SMALL ACCOUNTING FIRM

Chapter 1 : SMEasy - Business Management & Accounting Made Easy

Now you can follow the leaders--with Marketing Made Easy for the Small Accounting Firm. This invaluable step-by-step guide adapts the successful marketing techniques used by the Big 6 and shows you how to put them to work for your business.

The Internet has made it a constantly evolving practice. Marketing Has Changed The Internet and its by-products “ social media, blogging, online directories ” have opened up many new channels for accounting and bookkeeping firms. There are bigger channels and bigger opportunities out there that can help scale a client base and grow revenue. Today, social media sites and blogs reach 8 out of every 10 U. What content to create? How does the content get distributed? How are leads captured as a result of people reading the content? There are two prongs to the creation process. One is, what kind of content should be created “ blog posts, eBooks, newsletters, webinars, videos, etc. Then the other piece is determining the topics that should be covered and how they relate to the interests of your audience. To do this, there are a few steps: This is a great place to start, but really digging in is where the most value can be extracted from this exercise. Ideally, a target audience is defined at the following level of detail: By focusing on more specific criteria to define the target audience, it creates the opportunity to better understand the challenges they face. Identify sources of information for your target audience By determining whether they rely on trade magazines, LinkedIn groups or their Twitter feed to get information, trends can be spotted with that content. Specifically, you can determine the content format your audience prefers “ blog posts, YouTube videos, etc. This helps tailor the approach to content creation and sets it up for success. Through this, we realized our love of webinars because it allows us to do a deep dive on a topic. Content Distribution The key to strong content distribution is engaging the audience in the discussion and then, maximizing the mileage from the content investment. There are several keys to this: What often happens in this process is that out of the 25, there are roughly four or five strong titles. The focus of engaging on any platform should be, first, about adding value and second, about promoting content. This helps amplify promoted content because of the investment of helping others first. Another tactic that can be leveraged is creating top 10 or top 50 lists, ranking types of businesses. Use the local area to benefit the content. It can be a great way to drive traffic. Building an email list By delivering high quality content, people will be more likely to want to stay in contact. The best way to capture that intent is to build an email list. It does all the heavy lifting “ simply create an email list and a form for your website. Gate content behind registration walls For bigger pieces of content, like eBooks or webinars, it makes sense to use it as an opportunity to generate leads. The content has to be high value enough for people to sign up. Display the details relevant to the piece of content, on the page. Lead nurturing The key to lead nurturing is consistency. The key is to just be consistent in quantity and quality. Social media marketing is not one-size-fits-all. Different platforms need different strategies. In the case of Hubdoc, we decided to focus our content narrative towards two niches: A good litmus test is if new tweets are flowing onto the page within a minute or two of doing the search. Promote advocates and engage the community Do everything possible to help potential advocates. Sales prospecting Twitter is a great way to message prospects. LinkedIn LinkedIn is the professional social network. Knowing how to take advantage of that aspect is key. Join groups dedicated to your target market There are many active LinkedIn Groups focused on professionals in particular industries. Find and join those that fit the profile of your target audience. Whenever possible, jump in and answer questions. Our rule of thumb is we share one piece of content per day at a maximum. Humanize your firm through your Facebook Page If LinkedIn is the professional network, Facebook is the personal social network. Take pictures of your team having fun at social gatherings, golf trips, etc. There are people behind it, and that makes it easier for prospects to engage. Be the first to start a discussion and answer questions as much as you can. Start off being helpful and adding value and everything else will sort itself out. Make your Facebook Page a news source You want your page to pass the toothbrush test: People will want to

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visit it twice a day. That means when deciding to share content, ensure the content is interesting and valuable enough that your target audience will go out of their way to check it out. Because of the battle between these two companies, they are each spending millions of dollars to drive traffic to their sites. See which ones are driving high quality leads to your business and then standardize on products to drive distribution. The impact of doing this is huge. Local business is in your corner The nice thing about being a small business or a medium-sized business is that you instantly have this connection with other business owners. Build relationships first The core tenet from this entire discussion is: Before approaching local business owners, understand their needs and how you can help before asking them for referral business. Nothing helps like having a mutually shared goal you helping their clients with bookkeeping. The same principle can be applied for a webinar. Second, deep dive content, like webinars, can easily be repurposed. And, on top of that, we split the content down to 3 to 5 posts to repurpose that content onto the LinkedIn publishing platform example , as mentioned earlier. Third, lead capture is built-in with webinars. Another handy landing page tool is Unbounce. The key to doing this successfully is measuring results. Create ads on LinkedIn, Twitter, and Facebook, and take note of which traffic sources are driving conversions. When it looks great, it presents the firm in a credible, professional way and instantly increases trustworthiness. There are three things you can do in terms of branding to make that happen. If this does happen, hire a virtual assistant. Position yourself as a business advisor It really helps to highlight any content created. It shows prospective customers that your firm is one with opinions and adds insight to important subjects. Good luck out there and let us know if you have any questions. Download our essential marketing checklist! Previous Article Learn from the Pros: September to be exact. To help you get prepared, w Those that value your work and expe Subscribe to the Hubdoc blog!

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Chapter 2 : A Sample Accounting Firm Business Plan Template

Marketing Made Easy for the Small Accounting Firm is a valuable step-by-step guide for every accounting professional who has ever wondered where and how to find the next client. Based on actual case studies, Marketing Made Easy for the Small Accounting Firm shows you why it is important to set.

Not much and not well. Here are 7 guidelines to help you get started. I have REAL work to do! Click To Tweet These tools can help you automatically schedule your posts, find users to connect with, and analyze how well your posts are doing as you continually refine your social media strategy. The aforementioned survey indicates that LinkedIn, Facebook, and Twitter are most widely used in the accounting industry, so getting established on those three is essential. Especially for business owners, the various state and federal deadlines are overwhelming and confusing. Photos are more engaging than plain text, so take a few minutes to create a custom image. Brand the image by using company colors for the text or adding your logo. We walk you step-by-step through creating a custom image for your accounting firm. Ask a question and follow it with a statement about how your services can help the reader. Call today to speak to one of our business advisors. Our team of CPAs can help you understand how the new healthcare regulations will affect your taxes this year. Call today to make an appointment! You know the one. Click To Tweet What do your clients care about? The laws and regulations that affect taxes and finances seem to change all the time, and it can be tough for the average person to keep up. As new laws are proposed and passed, your followers are already wondering how changes to legislation will affect their family or business. Remind your followers that your firm is available to answer their questions as the landscape shifts. Timeliness is important on this one, so stay informed! Here are some ideas to get you started: Once a week, feature an employee and post a photo with a short bio. In addition to professional qualifications and specialties, include a few personal details about his or her family or hobbies. Of course, always get permission before you share photos, and let him or her read the post before you publish it. Post a photo and a casual description when the team has social events, awards banquets, holiday parties, etc. If your firm partners with any humanitarian or non-profit organizations, make it known. Not only will your clients love to see your involvement, it also benefits the other organization by giving them a publicity boost. No one wants to see a picture of their trusted professionals in immodest dress or a state of apparent inebriation! Search for inspirational quotes and memes that inform and inspire your followers. Again, general advice about personal money management and small business might be a good start, but if your firm caters to a particular industry or demographic, get into their world and get creative. If you have a client with a particularly inspiring rags-to-riches story or a wildly successful business venture, see if he or she would be interested in being featured on your social media page s. A photo and brief write-up will get the point across. Of course, everyone loves internet humor, and there are times when it can be an effective marketing tool. Some social media platforms are better suited for comedy than others, and you must stay away from anything that might be even remotely offensive. If you choose to share something that pokes fun at your own profession or industry, try to include a comment that gently corrects the stereotype and reminds your clients what sets your firm apart from the brunt of the joke. Take some time to learn about the major platforms, take advantage of social media management tools, get a good look at your audience, then get creative and go for it. Katie Pollard Katie is a writer, musician, avid reader, craft guru, wife, and mother. After getting her B. Katie loves intelligent novels, a good cup of tea, and those complicated board games that only your nerdy friends like.

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Chapter 3 : 14 Simple Marketing Steps to More Accounting Clients

Many small businesses would rather walk over hot coals than think about their bookkeeping, so marketing your accounting firm is a tough sell that will often fall on deaf ears. But, while they may not be glamorous, marketing strategies for accounting firms are crucial.

Did you know that the number of active social media users is expected to reach 3. No matter if you love or hate social media these statistics should be a strong indication of its importance and marketing power for businesses. But how do you get started with social media marketing for your small business? Lets get right to it, shall we? Do you want to raise awareness, build an engaged community, create a source of traffic, gain thought leadership, engage with your customers, offer another channel for support, etc.? Whatever it might be that you are trying to achieve be sure to clearly define your social media goals and align them with your business goals. To create your social media strategy you will also need to specify your ideal customer here is a great tool to help you define your buyer persona , what and how you want to communicate, and map out who will be in charge of the new tasks. Pick Your Social Media Platforms Now that you have a bulletproof strategy in place you are probably super excited and just want to get started with your social media. But hold your horses! Before jumping right onto every single platform there is, think about the goals you defined above and the audience you are trying to reach. There are dozens of social platforms out there but not all of them are for you and your business. LinkedIn is perfect for Business To Business B2B and industries like finance, information technology or staffing solutions. Create A Content Calendar If content is king then consistency is queen “one does not do well without the other. To dominate social media as a small business it is necessary that you create and publish content on a regular basis. The best way to guarantee consistency is by creating a content calendar where you map out what content you post on which platform at what times. Most efficient is a monthly or even weekly calendar to ensure your content is up-to-date and relevant to your audience. This will not only create consistency but also support your planning and relieve you from the burden of having to create content every day. But when resources are scarce and they often are in small businesses then the executive team will probably want to see measurable results. Adapt your key performance indicators KPIs according to your goals. This could be, for instance, followers, reach, website traffic from social media, or engagement. Most social media platforms have analytics where you can find these numbers. Create a simple spreadsheet to keep track of your KPIs. Ideally you compare them regularly and keep optimizing your work accordingly. Allow yourself time to test, analyze and optimize until you find the right potion for your company. Done right, social media marketing can not only benefit your brand awareness but also increase your sales and support the growth of your business. She works with small businesses to grow their online presence and to support their goals through social media marketing.

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Chapter 4 : Digital Marketing Made Simple for Small Business - Robot Ninjas

truck fleet videos made for peter clark who worked for the firms in the film.

Whether your firm is a fresh newcomer seeking a solid foothold in the accounting world or an established cornerstone looking to revamp its business model, every accounting firm needs to understand its target market.

Know Your Strengths What is your accounting specialty? Does your practice cater to the public or corporations? Are your clients comprised of businesses, private individuals, or both? Observing a basic outline of your customer base is a great place to start determining your target market. Establishing a strong marketing parameter allows you to venture within and further narrow your target market.

Location, Location, Location Where are you located? If your practice is based in a metropolitan area, you could determine a target market that is drawn from a diverse range of customers. The city itself might actually dictate your target market. Cleveland, for instance, is a city in the Midwestern Rust Belt. Your target market would probably be blue-collar oriented as opposed to the white-collar or artsy professionals New York City. Evaluate where you practice and hone in on regional tastes.

Determine Your Range In an average business plan, most companies detail the scope of its services. However, to determine who these clients are, a company must understand its range. How many clients can you realistically service? Are you a small practice aiming for a few, yet loyal clients? Are you a larger firm with a bigger reach? Scrutinizing your current clientele is a very intuitive way to streamline your target market.

Go With Who You Know During the initial stages of attempting to narrow your target market, do not rule out grassroots connections. Word-of-mouth marketing and providing service samples to friend, neighbors and nearby businesses are a great ways to gather data toward understanding your target market. Somewhere, within the masses, is the perfect example of your target market.

Review Your Competitors Analyze your competition, especially the more successful firms in your area. Who are they targeting with their marketing? How saturated is the market? Are there any niches in your community that are unserved or under-served? Understanding your competition is key to understanding your market.

Use Social Media You can learn a lot about your clients and prospects by engaging them in social media. Find out what their concerns are and explore these social contacts.

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Chapter 5 : Marketing Made Easy for the Small Accounting Firm: Jo Ann Rosen: www.nxgvision.com: Book

Marketing is an essential part of business for modern accounting firms. If you want to increase your firm's client base, or generate more revenue from existing clients, you need to understand marketing.

Repetition and follow up are the keys to success in marketing! In addition to sending multiple income tax postcards, studies show that retargeting also called remarketing your prospects online can provide awesome returns. Google follow-up ads can boost ad response up to percent Website visitors who are shown Google follow-up ads are 70 percent more likely to convert DirectMail2. Your prospects are on social media. You should be, too. But you NEED to be there: What action you want your prospects to take! Then choose your audience! And create your ad. Pay-per-click PPC is when you run a sponsored ad with Google and pay every time someone clicks on your ad. In a competitive industry like tax preparation, creating a cost-effective PPC campaign is an expensive proposition. Here are some of the suggested bids for tax-related keywords: One way to do this is to include negative keywords in your bids. You can include a million other negative keywords – get creative! On the other hand, unqualified clicks DO cost you – literally! With so many variables and the constant monitoring necessary to maintain a profitable campaign, it might be worth the expense to hire a PPC specialist to handle it for you. According to recent Google research, people who conduct local searches are ready to take action: This is what it looks like: This local business listing tutorial has links that will take you directly to the forms you need. The more information you can add, the better! Smart email marketing is one of the most effective ways to build relationships with your prospects and customers, generating 50 percent more sales for businesses, according to Entrepreneur magazine. Set up an email drip campaign to keep your message in front of people who reach out to your business. Someone joins your email list and they immediately receive email 1 A few days later, they get email 2 A week after signing up, they get email 3 And so on! You do have to write them, though! Keep them short – or no one will read them! But wait – how do you get those email addresses? Create a dedicated landing page for your prospects to visit that continues the message on your marketing materials. A blogging platform like WordPress is easy to use and can be hosted right on your website. Starting a blog today might not help you this season, but by the time next tax season rolls around, you will have established yourself as a knowledgeable source and built up a lot of good content and keywords for Google to find. And that means more prospects finding your website through search engines. All it costs is your time. Learn how to get started on your business blog here. Which of those listings capture your attention first? The one with the 5-star ratings, right? Or you can email me directly at Joy.

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Chapter 6 : Marketing for Accounting Firms | Accountant & Bookkeeper Guide | Xero US

Written in a friendly, readable style, Marketing Made Easy for the Small Accounting Firm is packed with real-world case studies that further enhance its value as a resource in your business development efforts.

Other ways to market your CPA firm. Since consumer behavior has changed and most people look for solutions online, marketing for accountants starts with the right website. Potential clients are going to search online if they are looking to hire an accountant or a CPA firm. Below is the screenshot of how the number of searches have increased every year on Google which gives you an idea that if you are online then your business is invisible. Take a look at the following chart. Keyword Planner – Google AdWords 1. Since every CPA firm is going to have a website you need to make sure that yours stands out from the rest. Let us take a look at few of the below features that your website must have. Also check out our list of 50 features every small business website must have. Smartphones are used by everybody and number of searches on mobile devices have increased every year. Below is a great chart by comscore on how the use of mobile device has increased each year. Chances are high that people will try to access your website from smartphones and tablets. If your website is not mobile responsive it won't load properly on such devices leading to loss of potential customers. A responsive website loads properly across all screens. If you are not sure if your website is responsive or not then you can use this tool to check. If the test result is negative, then you need a mobile responsive website. So a responsive site is the first thing you need to have in the strategy for marketing for accountants. Your potential customers are visiting your website and reading the content you have put up there. Once you have traffic coming on the website the next step is to convert that traffic to a potential customer. The chances of such a conversion are higher if you have proper call to action buttons on your site. With proper call to action items you can capture their details and follow up with them later. The simplest way is to have your phone number in big bold letters in the header of the site or provide a button to fill a simple form. Placing the call to action form or button at the right position can have a huge impact. You might observe significant ups and downs in conversion rate people visiting your website Vs people filling up the form based on where you place the call to action form or button. Once you have the website and the traffic it is something you need to test at your end; ideally you should keep it at top right corner, as shown in the diagram below, so that your visitors can find the form as they land on the website. UX Movement Blog Blog: Blog posts play a big role in the marketing for accountants. Infact blog is a must for any business that intends to establish a strong online presence and this is especially true for B2B businesses like CPA and accounting businesses. It helps you to start the conversation with your present or future clients, it lets you share insights with your customers which eventually establishes you as a thought leader in your industry and finally it allows you to create fresh and relevant content which has a tremendous impact on SEO. So, make sure you have a blog and feature top blog posts on the home page of your website. If you have a blog then it's very important to make sure that you keep it updated. The last thing a potential client wants to see on your site is a blog post that was last posted in which they might then start thinking that you are not in business. So keep it fresh and updated. Newsletter sign up feature: Your website must have a feature where potential users can sign up to receive newsletters from you. Assume you are generating quite a few leads every day. Some of them get converted immediately; on the other hand, some are not mature leads and may get closed within the next 6 months or a year. Newsletters can be of great help when it comes to doing business with the second type of leads. By nurturing the leads and sending an informative newsletter at regular intervals, you will stay in their memory and you will have many more chances to bring them back to your website. This process can also help you increase your client retention rate. Apart from usual lead capturing forms, keep a separate option on your website so that readers can subscribe to the newsletter. Also, use social sharing plug-in to let the readers share your blog content quickly. This will help to get social signals that Google is looking for when it comes to SEO and hence it should be part of your strategy for marketing for accountants. Name, Address and Phone Number, abbreviated as NAP, of your

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website should be present on all the pages of your website, either in the page header or footer. You can also put the phone number or Contact Email along with as well. Apart from conversion, having NAP mentioned on all pages of your website helps you in local SEO; will talk more on this later in the article. Click here to have us design a perfect website for you! How to market your CPA firm with the power of Search Engines SEO Search engine is the primary go to place for your potential customers when it comes to finding information about anything be it an invoicing software, information about taxation and compliance, corporate attorneys or a CPA firm. The following chart shows number of search queries all the major search engines handled all over the world in December It is easy to speculate that the figures have shot high in last 3 years. Statista Pretty clear from the above chart that if your website ranks higher on Google, you will get more business from search engines. How to put your website on top of the search results page for relevant keywords? Local SEO service is the answer. By following certain guidelines recommended by Google, you can put the website of your CPA firm on top of the search results. Here are some factors that help you achieve high rank on Google. Quality content – unique, useful information around the interest area of your target audience. Are the titles and descriptions of different pages well optimized for SEO. Quality backlinks – links to your website from other relevant and authority websites. How quickly does it load. Speed is becoming an important factor. Social signal – how many times people Like, Share and Comment on your content on social media. When you target people of a specific area, Google gives priority to local businesses. Here are the major factors that influence local search ranking. Use of category keywords in the title and description of your business listings. Signals and citations from local directories like yellow pages, yelp etc. NAP consistency across local and social listings. Review signals from local directories.

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Chapter 7 : [PDF] Marketing Made Easy for the Small Accounting Firm Download Full Ebook - Video Daily

Marketing has fundamentally changed. The Internet has made it a constantly evolving practice. Accountants and bookkeepers building cloud practices need to ensure they're applying marketing strategies that will deliver results in today's environment.

Build out your core topic page and supporting content around each page. Only recently have CPA firms been giving marketing automation more attention. So how do you utilize an automated marketing software? Start with your current clients—look for cross selling and upselling opportunities. One of the lowest hanging fruits available to firms to grow revenue is to start marketing to their current client base. Progressive form filling — filling out the same information twice in a row or more is a pain in the ass. You can automate that process so visitors only need to supply their data once with marketing automation. Email marketing — some marketing automation programs can create forms and landing pages, but the only area they really excel at right now is email creation and distribution. Social media marketing — automation programs can also help you manage your social media profiles by targeting specific followers and posting updates at regular times. Smaller firms can afford more flexibility according to budget. Before you go jumping in to full blown marketing automation, make sure that you have a list of at least 5, active contacts in your database. Check out our very first podcast episode discussing inexpensive ways to grow your email database! It becomes increasingly difficult to see meaningful ROI with smaller contact lists. We worked with one firm to revive dead leads in their marketing automation solution, and the results were outstanding. These are the results you can expect when you spend the time to create effective automated campaigns. This is a huge missed opportunity. Best of all, you can start doing it today. AdWords can be a beast to learn and there are so many advanced capabilities that it can make your head explode. Let us break it down so that you can jump in and start increasing revenue. Pick a service centered around a niche that you want to focus on. This helps you save money by keeping things focused. Build a landing page with a tool such as LandingLion or Unbounce. Most companies just send their prospects to their homepage or a generic services page. You need to spend the time customizing landing pages to really take advantage of your incoming traffic. Create a custom offer. You want to entice people to take action. Think beyond consultation, what else can your firm offer? Start bidding low and bid up as you see results. To appear on AdWords, you need to bid on your keywords every time someone searches. Monitor, analyze, and test. You need to watch your results, test new ads, test landing page changes, and test new calls to action constantly for best results. Paid search is one of the best ways to bring in leads now if your firm is hungry. It also offers the opportunity for your firm to do more experimentation with minimal investment. Want to test a new niche or service? Create a landing page and fire up some PPC to determine if there is any interest. This can help you decide if a need exists and if your firm should invest further. Paid Social Media Marketing Most accounting firms are terrible at correctly leveraging social media. The reason these platforms are kicking ass right now is because you can create hyper-targeted ads that you cannot create on any other advertising channel. All of this is possible with social media marketing. Social media advertising is still an extremely cheap channel. Leads cost cents on the dollar compared to other paid avenues. As time passes and more and more firms catch on, the cost per advertisement will increase. Pick a network to start with. We recommend either LinkedIn or Facebook. Create an ad for a killer asset. Define your audience and make it as small as possible. The smaller you can make this the better and more targeted your ads are. Aim for an audience reach of 1, — 2, Leverage lead capture right on social media. Now create a custom email campaign that starts the minute someone fills out a form for one of your ads. Start nurturing these prospects immediately and bringing them to a sales ready state. What can you do? You can target these sneaky visitors! First, you can run remarketing campaigns in AdWords and Facebook. Imagine for a minute, nurturing prospects that are not visiting your website with blog content, whitepapers, new offers, and even consultations. Most marketing automation tools will allow you to know what companies are visiting your website, or you can get a free

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plugin such as VisitorTrack. What this does, is pull IPs that have visited your website and associate them with an actual company. Now you can review this company list against your niche s and look for potential accounts to target. You can take this revised company list and use a program like ListenLoop to send companies targeted ads. You can also use a program such as Hoovers to enrich this company list and start sending them targeted emails. Now combine it all together: You just need to incorporate a few more touchpoints to turn them into a client. What about your websites conversion rate? Do you know which event you should be investing in again next year? The answer for most accounting firms is NO. You can work with an agency like ours to help benchmark your firm against your competitors to see how your marketing is actually stacking up. Conversely, we can also help you determine which offers you should cut loose. You can also find software specifically developed for CPA firms to glean insights into your customers, such as this Feedback Program from Client Opinions. Everyone has a smartphone, and every day more searches take place on mobile devices than on desktops. Is your website fully optimized to take advantage of these decision makers who are looking for a firm quickly? Mobile marketing goes beyond building a responsive mobile website, however. You can also explore mobile advertising, and interactive content like tax calculators make great apps. Or you could collaborate on a podcast or video that teaches users the basics of DIY taxes. Jay Baron I lead teams that drive digital innovation and create sophisticated digital lead development initiatives. The end goal is attracting more qualified opportunities from better paying clients.

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Chapter 8 : Tenenz - Low Cost High Quality Tax and Accounting Products

The word "marketing" continues to plague firms as an unknown, unfamiliar (and almost ominous) force. The notion that marketing is too hard or takes too much time to execute isn't reality.

Your digital marketing strategy needs to target and appeal to a specific group of customers in your geographic location. As a small business owner, you need to find a way to reach new customers online, you need to be able to track those efforts and accurately report your ROI. Facebook is an excellent place to start building an audience for its low cost, data rich campaigns, and simplicity. If you have little to no experience in online marketing, this might sound like a foreign language to you. Thankfully, creating a buzz around your business is easier than you think. Here are some simple tips to get you started: So with that in mind, get a professional to build you a modern, user-friendly, search engine-friendly, and all around kick ass website. Many listings like Yelp, Yext, YellowPages. Add pictures of your business, of people, show some personality. Nothing gains trust quicker than showing people you are also people. People like knowing that business are run by people and not robots or something more sinister like grizzly bears. Something most grizzly bears lack is a social media presence, so get your Facebook, Instagram, Twitter, Pinterest pages set up. Facebook is an absolute must-have, and the others you can figure out as you go whether the effort is worth it for you. Facebook is universal, anything else, to a certain extent is niche. You tell people why you are great and you have great things and you tell them why they need your great things. I know, I know, not that simple, but it is a good place to start. What makes you guys different than your competitors? Tell people and show people over and over again. Think about your most successful interactions with customers in real life and share those experiences with people online. I think you get it. Now go out there and post! Post your heart out! He writes these blogs, scripts for videos on the web and TV, short films, and all kinds of other fun stuff. He wrote this description of himself, for example.

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Chapter 9 : Social Media Marketing For Small Business Owners Made Easy - Social Media Marketing Mad

Small accounting firms will not always have a large budget to dedicate to their marketing plan, so it's important to be strategic and know what to prioritize and how to work on a budget. By focusing on developing the brand, increasing visibility and improving customer engagement, small accounting firm owners can develop a strategy to maximize.

Marketing will win you new clients Accounting used to be a stable profession. When a business hired an accountant, that partnership tended to last. Changing to a different firm was expensive and complex. No doubt many of your clients have been with you for years. This is opening up the market and improving customer choice. It also presents a great opportunity for nimble, proactive firms to win new clients. But to win new clients you need to know about marketing. This guide will help you get started. Know your clients and your market Marketing for accounting firms begins with understanding. But the more you understand the issues they face, the better your marketing will be. So learn about your target market and the companies that operate within it. This will give you the edge over firms that assume every business is the same. Create a marketing plan A plan will help keep you focused, and it should tie in with your business plan. The marketing plan should include: Your USP unique selling point What sets you apart from other firms? Why should prospects hire you instead of your competitors? Be aware of business risks and opportunities. Business targets Draw up a list of the most suitable potential clients. Start with local ones, then work outward. Which ones are likely to be of interest to prospects? Which are the easiest to sell? Realistic goals and time frames What are you aiming to achieve? How long should it take you to reach your goals? How will you measure your progress? Marketing for accounting firms begins with understanding. You have plenty of resources to help you keep current with other areas of business. This knowledge will help improve your marketing efforts. So go to networking events and talk to local chambers of commerce. Join professional groups and societies. Read magazines and websites and participate in forums. Consider carving out a niche Marketing your services in specializt areas can be effective. You might have a few clients who are in the same general field. That field could become your specialty. You could do well by marketing your services to other healthcare professionals. This can become a virtuous circle, since greater expertise leads to greater efficiencies. Here are five different marketing channels you could use: Client referrals This is one of the most effective marketing methods. Personal recommendations are worth far more than messages from strangers. Ask your clients to refer their professional associates to you. Give your client two vouchers for a free hour of your time. Ask them to give one to someone they know who might want to use your services. Your website Update your website regularly with interesting and relevant content. Make sure it looks good and the contact details are accurate. Your clients are probably using social media “ and you need to be where they are. Email newsletters Email newsletters are still very effective. They must be well written, properly targeted and useful to the recipients. Write about tax deadlines, budget effects, new tax laws and anything else you think your clients will be interested in. Consider local radio, newspaper, magazine and TV marketing opportunities. Keep your branding and messages consistent across all these channels. That will help your clients and prospects remember you. Raise your profile in the community Helping improve the lives of people in your local community is more than just a nice thing to do. It will raise your profile and shine a bright and positive light on your firm. Intelligent marketing to your existing clients can be highly profitable. Try to meet with each of your clients once a month with no sales agenda. Find ways to get your clients talking about your firm. And if you already do their payroll, offer your business planning services. With the right approach, you can make your existing clients even more profitable. It involves making the effort to understand the needs of your clients and prospects, and acting on that knowledge. Do this at every opportunity, online and in the real world. In this respect, great marketing is simply part of good business.