

MARKETING FOR ACCOUNTANTS



TOPICS

- WEBSITE IMPROVEMENTS
- SOCIAL MEDIA
- ATTENDANCE AT TRADESHOWS
- PR ACTIVITY
- BUSINESS DEVELOPMENT
SPECIALISTS
- MARKETING BKR
- UNIQUE IMPLEMENTATIONS



WEBSITE IMPROVEMENTS

- Regular Review Required
- Must be 'eye catching'
- Must be versatile for different technologies
- Content must show expertise of firm
- Use Keywords to improve Google hits
- Use a variety of Multi-Media Content
- Utilise Client Testimonials



Social Media Experiences and Usage

- LinkedIn very popular
- Generally don't use Facebook
- Twitter Used for Branding
- Issues with Different Legislation in different Jurisdictions
- Social Media such as Face Book is more a 'personality' form of Communication
- Having Testimonials on LinkedIn seen as Important



Attendance at Tradeshows/Events

- Consensus as to the Importance of attendance at Tradeshows and Chambers of Commerce
- Attend Trade Shows for specialist industries where a firm has staff proficient in that Industry
- Commitment required to become a 'fixture' at a trade show
- Events for other professional referrers(Lawyers etc) very important

PR ACTIVITY

- Legislations Issues across Jurisdictions can be limiting
- Seek to be quoted in the Press
- Not For Profit Work is a good way to increase PR for the firm
- Entertaining Individuals Personally
- Golf Days/Sponsor Holes on Courses
- Hold Events to Promote expansion into other countries/Jurisdictions

BUSINESS DEVELOPMENT SPECIALISTS

- Issues around accountant selling versus dedicated salesperson
- Allocating Time is important internally to Employees to teach/train Business Development
- After Initial Contact made important to have a Partner/Accountant involved



HOW DOES YOUR FIRM MARKET BKR?

- Used in Brochures/Letters
- Used in Tenders for prospective work
- On Website dedicated page
- Used as a discussion point in Sales Pitch to prospective client
- Signage
- Have BKR Directories in prominent place in Reception area's
- Mentioned in seminars



UNIQUE IMPLEMENTATIONS

- Purchased 2 Cars with company logo and Driven by Staff
- Boat Rides
- Sending Potential Clients to National Football Match
- Focus on Connecting Clients to Improve Brand
- Sponsored Box for Clients



THANKYOU

- To all Participants
- To all Facilitators for the sessions
- REMEMBER WWW.BKR.COM

