

Marketing Your Accountancy Firm: Strategy and Execution

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What we will cover

- The importance of a strategic approach
- Market research and analysis
- Defining your Unique Value Proposition (UVP)
- Finding a Niche
- Setting clear goals and objectives
- Building your marketing plan
- Putting your plan into action
- Measuring and adjusting

The Importance of a Strategic Approach



What do you want to achieve?

The Importance of a Strategic Approach

Understand the principles, e.g 4P's

- **Product** - Define your services clearly. How do you differentiate from competitors?
- **Price** - Pricing strategies should align with the perceived value of services. Consider factors like expertise, reputation, and client needs.
- **Place** - How do clients find your firm? Is it through referrals, online presence, or networking events?
- **Promotion** - Effective marketing through various channels—digital marketing, social media, conferences, etc.

Considerations to start

- **Segmentation and Targeting** - Identify specific client segments. Are you targeting small businesses, startups, or larger orgs?
- **Branding and Reputation Management** - A strong brand builds trust. Ensure consistency in messaging, visual identity, and client experiences
- **Reputation management** - Positive client testimonials and case studies can enhance credibility
- **Digital Marketing and Online Presence** – A professional website. Optimise it for search engines (SEO)
- **Leverage social media** - share insights, engage with clients, and showcase expertise

The strategic landscape

It's a competitive market

- Do you know what others are doing?
- What are they good/bad at?
- What is their pricing model?
- Who is their client base
- Is there anything you can exploit?

Your strategic approach

Look at your current situation (SWOT)

- Strengths – what can you build on
- Weaknesses – what needs to be addressed/improved
- Opportunities – what can you capitalise on
- Threats – what do you need to mitigate

Understanding your clients - customer-centric approach

- What are their pain points?
- How you can address those?
- Tailor your messaging and approach to them

Market Research and Analysis



Market Research and Analysis

Identifying Your Target Audience:

- Who are your ideal clients?
- Define demographics
- Define industry sectors
- Are there specific needs?

Create buyer personas to guide your marketing efforts

Market Research and Analysis

Industry Trends

- Stay informed about trends affecting the accounting industry. Technology, regulatory changes, and client expectations evolve
- Adapt your services and marketing accordingly

Client Needs Assessment

- Regularly assess client needs
- Are there emerging pain points?
- New service demands?
- Use surveys and client feedback to stay attuned

Competitive Positioning

- Analyze competitors' marketing strategies. What are they doing well? Where can you differentiate?

Your Unique Value Proposition



Defining Your Unique Value Proposition (UVP)

- Clearly define what makes your accountancy firm unique
- Highlight your strengths, expertise, and distinctive features
- Consider aspects like niche service, industry knowledge, or innovative solutions
- What does your SWOT and research tell you?
- Pain points
 - How can you treat the pain points
- How can you communicate your UVP?

Finding Your Niche



Finding your Niche

- Do you already have one you don't know about?
- What is your current and targeted client base?
- Is there an industry specific to your location?
- Have you targeted a growing/declining niche?

Strategies for Becoming a Niche-Focused Firm

- Research: Identify underserved niches
- Training: Invest in specialized training for your team
- Networking: Build relationships within the chosen industry
- Content Marketing: Share insights related to your niche

Goals and Objectives



Setting Clear Goals and Objectives

SMART Goal-Setting

- **Specific:** Define precise objectives (e.g. increase client base by 20%)
- **Measurable:** Establish metrics to track progress (e.g., revenue growth)
- **Achievable:** Set realistic goals within your firm's capacity
- **Relevant:** Align goals with your overall business strategy
- **Time-Bound:** Specify deadlines for achieving each goal

Metrics for Measuring Success

- Client Acquisition Rate: How many new clients you attract
- Client Retention Rate: Percentage of existing clients retained
- Revenue Growth: Increase in overall revenue
- Referral Rate: How many clients come through referrals

A Digital Presence



A Digital Presence - Website

Your website is your digital storefront, it should:

- Reflect your brand
- Provide relevant information
- Be user-friendly

Key elements:

- Clear navigation
- Engaging visuals
- Clear contact information
- Showcase services/niche

A Digital Presence - Website

What is your website objective?

- Awareness, lead generation, internal resource?

Are you saying the right things?

- Content - create compelling content, showcase your strengths, highlight the pain points and your UVP
- Expertise – do you have case studies, testimonials and reviews to build brand credibility

A Digital Presence – social media

- Platform Selection - Choose platforms relevant to your audience e.g. LinkedIn, X (Twitter), Facebook, Instagram.
- Consistent Branding - Maintain a cohesive brand voice and visual identity across all social channels.
- Engagement - Interact with followers, share valuable content, and participate in industry discussions.
- Have a purpose

A Digital Presence – Content Marketing

- Content marketing – a strategic marketing approach focused on creating and distributing content that is valuable and relevant to your audience.
- Blogs
- Testimonials
- Case studies
- Team profiles
- Whitepapers
- Infographics
- Webinars

A Digital Presence – Content Marketing

Develop a blog strategy

- Purpose - Blogs establish authority, drive traffic, and engage your audience
- Topics - Cover industry trends, FAQs, best practices, and insights
- Consistency: Regularly publish high-quality blog posts

How is the content accessed?

- What channels e.g blog, socials, website
- Can it generate leads via a form 'gated content'
- What is the format e.g written, audio, video

Think of your audience

A Digital Presence - SEO

- SEO improves your website's visibility in search engines like Google
 - Key Practices:
 - Keyword optimisation
 - Quality content
 - Backlinks
- User experience
- Improving Search Visibility
 - On-Page SEO: Optimise individual web pages (meta tags, headings, content)
 - Off-Page SEO: Build quality backlinks from reputable sites
 - Technical SEO: Ensure site structure, speed, and mobile-friendliness
- Keyword Research and Optimization
 - Keyword Tools: Use tools like Google Keyword Planner
 - Long-Tail Keywords: Target specific phrases relevant to your services
 - Natural Integration: Incorporate keywords naturally into your content

Putting A Plan Into Action



Putting Your Plan into Action

Allocating Resources and Budget

- Determine the financial resources needed for marketing activities
- Allocate budget for website development, content creation, advertising, and social media campaigns
- Consider both monetary and human resources (staff time, expertise)
- Your marketing should be part of a business strategy
- Have structure – is this a plan to cover a calendar/financial year, Q's

Putting Your Plan into Action

Creating a Content Calendar

- Develop a detailed content calendar for your blog, social media, and other channels
- Specify topics, publication dates, and responsible team members (SMART)
- Consistency is crucial - stick to your schedule

Putting Your Plan into Action

Social Media Engagement and Community Building

- Engagement: Regularly interact with your audience on social platforms
- Content Sharing: Share valuable content, respond to comments, and participate in discussions
- Community Building: Foster a sense of community by encouraging conversations and collaboration

Tracking KPI's



Tracking Key Performance Indicators (KPIs)

- Website Traffic - Monitor the number of visitors, page views, and bounce rates
- Conversion Rate - Measure how many visitors take desired actions (e.g. filling out a contact form)
- Social Media Metrics - Track followers, engagement, and reach
- Content Performance - Analyse which blog posts or content pieces resonate most with your audience

Analyzing Data to Refine Your Approach

- Google Analytics - Utilise this tool to gain insights into user behaviour on your website
- Social Media Insights - Platforms like Facebook, Twitter, and LinkedIn provide data on post performance
- A/B Testing - Experiment with different approaches (e.g. headlines, calls-to-action) and analyse results

Continuous Improvement and Adaptation

- Feedback Loop - Regularly review performance data and gather feedback from clients
- Flexibility - Be open to adjusting your strategy based on changing market dynamics
- Learn from Mistakes - If something doesn't work, learn from it and adapt

Useful Tools



Useful Tools

- Google Keyword Planner (SEO)
- Google Analytics
- Google Trends
- Chat GPT (AI)
- CoPilot (AI)
- Pixabay, Pexels, Unsplash (free images and video)
- Buffer, Hootsuite (social media)
- Canva (imagery/video/design)
- HubSpot (simple CRM starter system)

Thank you



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