



Build Your Firm®
Work Smarter, Not Harder!

Accounting Marketing Program

Outline

Introduction

1. Introduction Video
2. Goals, Concepts, Foundations for Growth
3. Expected Results, True Value, Doubling Profits vs Industry

Marketing and Lead Generation

4. Inbound Marketing
5. Internet Marketing Overview
6. Search Engine Optimization (SEO)
7. Pay Per Click (PPC) and Retargeting Advertising
8. Reputation Management and Online Reviews
9. Develop a Niche – Why and How
10. Blogs
11. Citations for Local Search
12. Social Media
13. Internet Marketing Demonstration
14. Email Newsletter and Client Communication
15. Direct Mail Marketing
16. Referral Marketing
17. Office Location

Client Selection, Pricing and Selling

18. Client Selection
19. Closing Strategies
20. Pricing and Billing Strategies
21. Getting Paid Fast and Inexpensively
22. Demonstration - Getting Paid Fast
23. Client Agreements
24. Client Planning and Justifying Your Value
25. Closing Business – At the Client
26. Closing Business – Remotely and Incubators
27. Closing Business – 1040's and Individuals

Additional Key Strategies

28. Entity Formations
29. Resources and Recommendations

Marketing Plan and Next Steps

30. Marketing Plan (small, medium, and large sized markets)
31. How BYF Can Help You