

Using Google and SEO

to win new business for your accountancy firm

Presented by Karen Reyburn
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The magic wand of marketing!

(step aside, Harry Potter)

Driving your firm to greatness and profits??



“Accountants probably don’t want to hear this, but SEO* is probably dead in the water.”

- Rob Deans

***based on keyword or issue**



**When it comes to
SEO, the rich get
richer and the poor
don't get a thing.**



Google™

The image shows the classic multi-colored Google logo in a 3D, embossed style. The letters are blue, red, yellow, blue, green, and red from left to right. A small trademark symbol (TM) is located at the top right of the 'e'.

Google
UK

The image shows the Google logo with the letters 'Google' in the same multi-colored, embossed style as above. Below the 'e' is the text 'UK' in a smaller, blue, sans-serif font.

Search
Come
Buy

Search, Search, Chat, Engage, Click,

Download, Watch, Follow

Come,

Come again,

Come another time

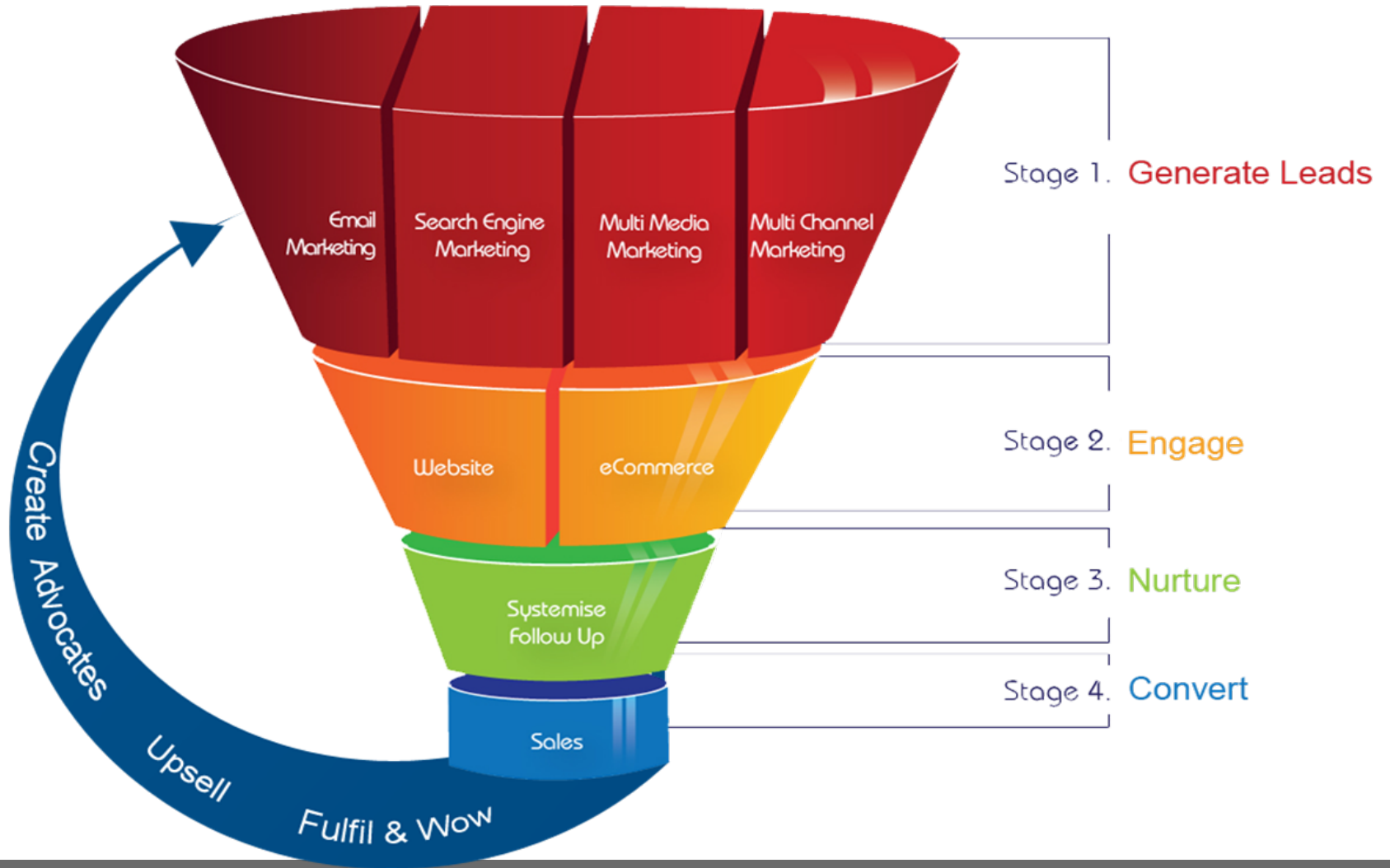
Buy

**“Gone are the days when
people had one touch point.”**

- Rob Deans

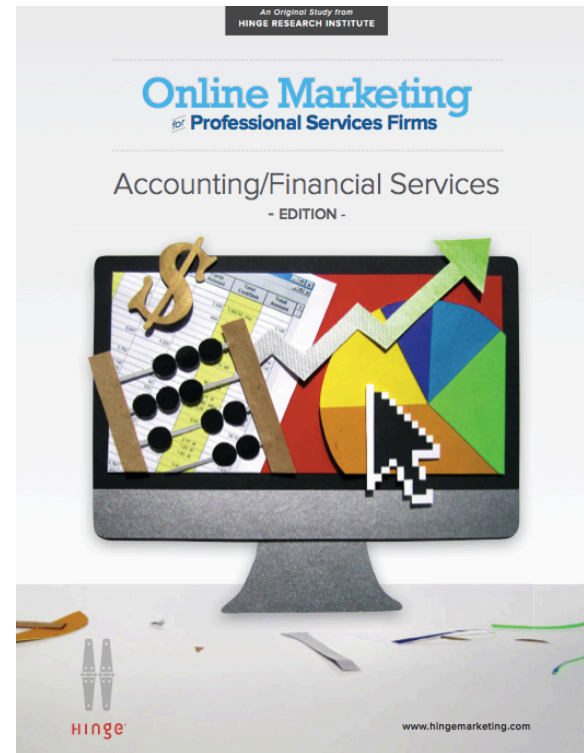
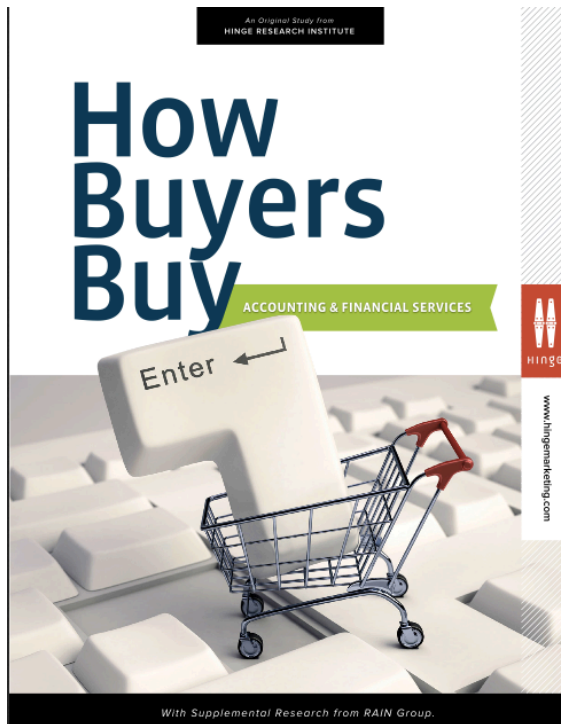
Your Website Is Your Marketing Hub





Driving your firm to greatness and profits??





The process of finding a new Accounting or Financial Services provider starts with looking for alternatives. You must first get on the list.

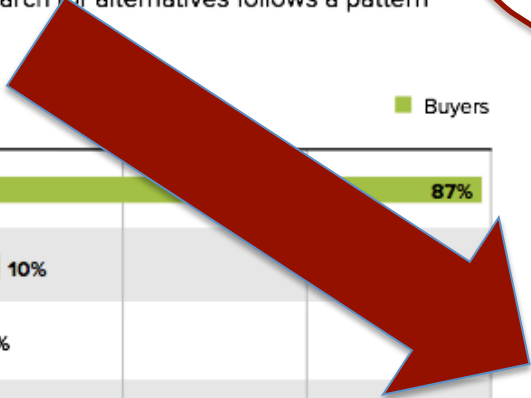
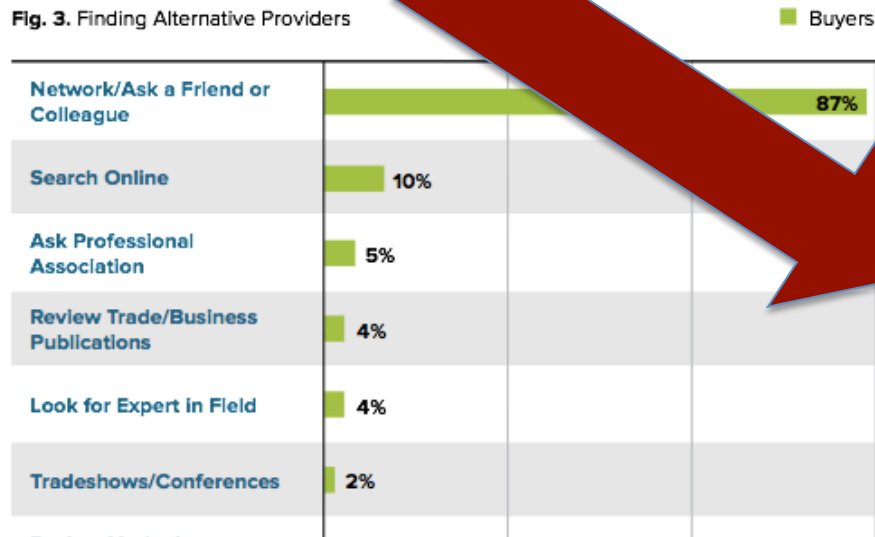
Building the List

About 15% of organizations have little flexibility and must follow a structured procurement process. Government entities are good examples.

Another 16% feel that they already know all the alternatives that they need to consider. For the rest, their search for alternatives follows a pattern shown in Figure 3.

87%
of Buyers turn to friends or colleagues first.

Fig. 3. Finding Alternative Providers



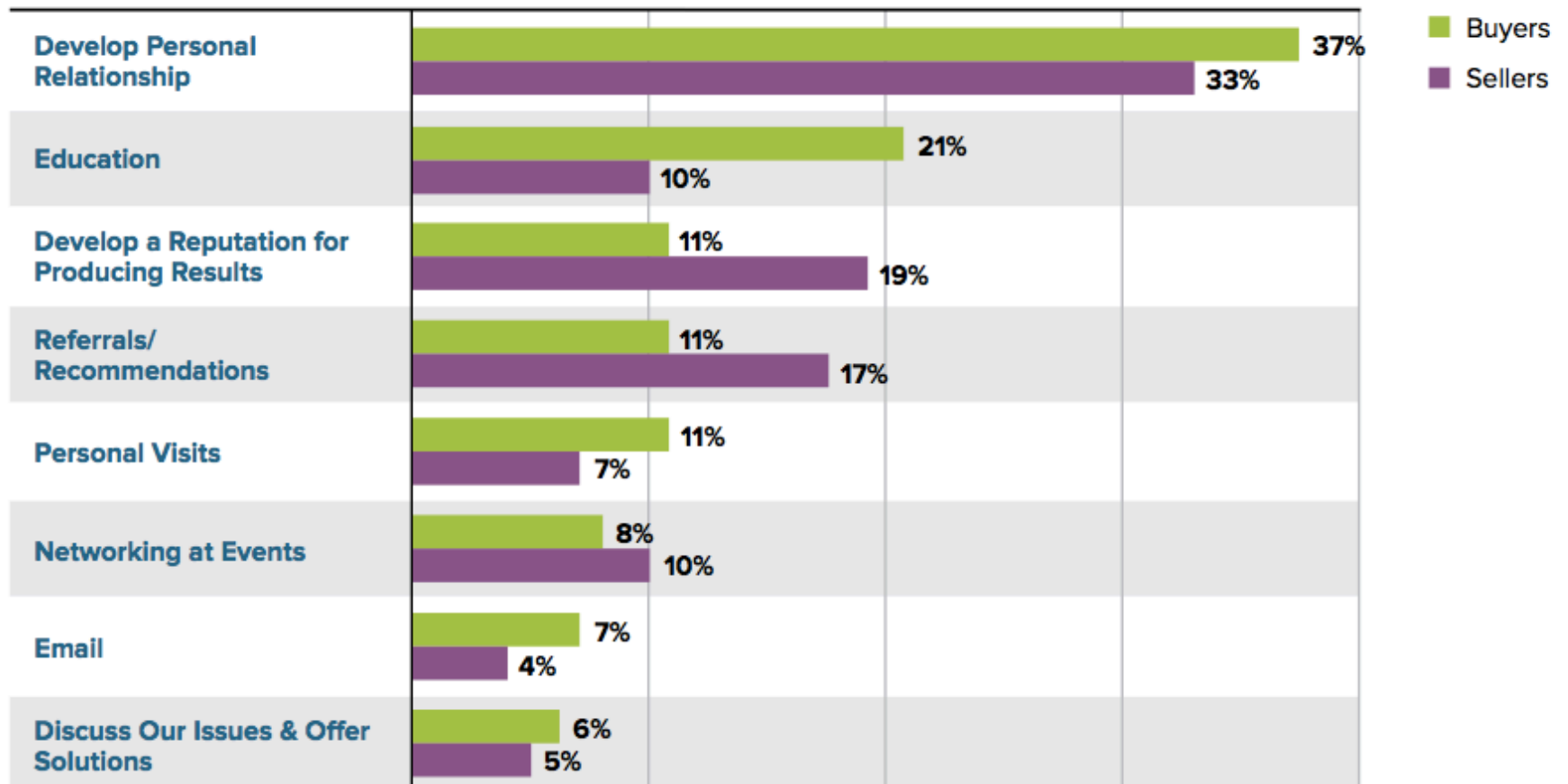
The second most popular response is to search online.



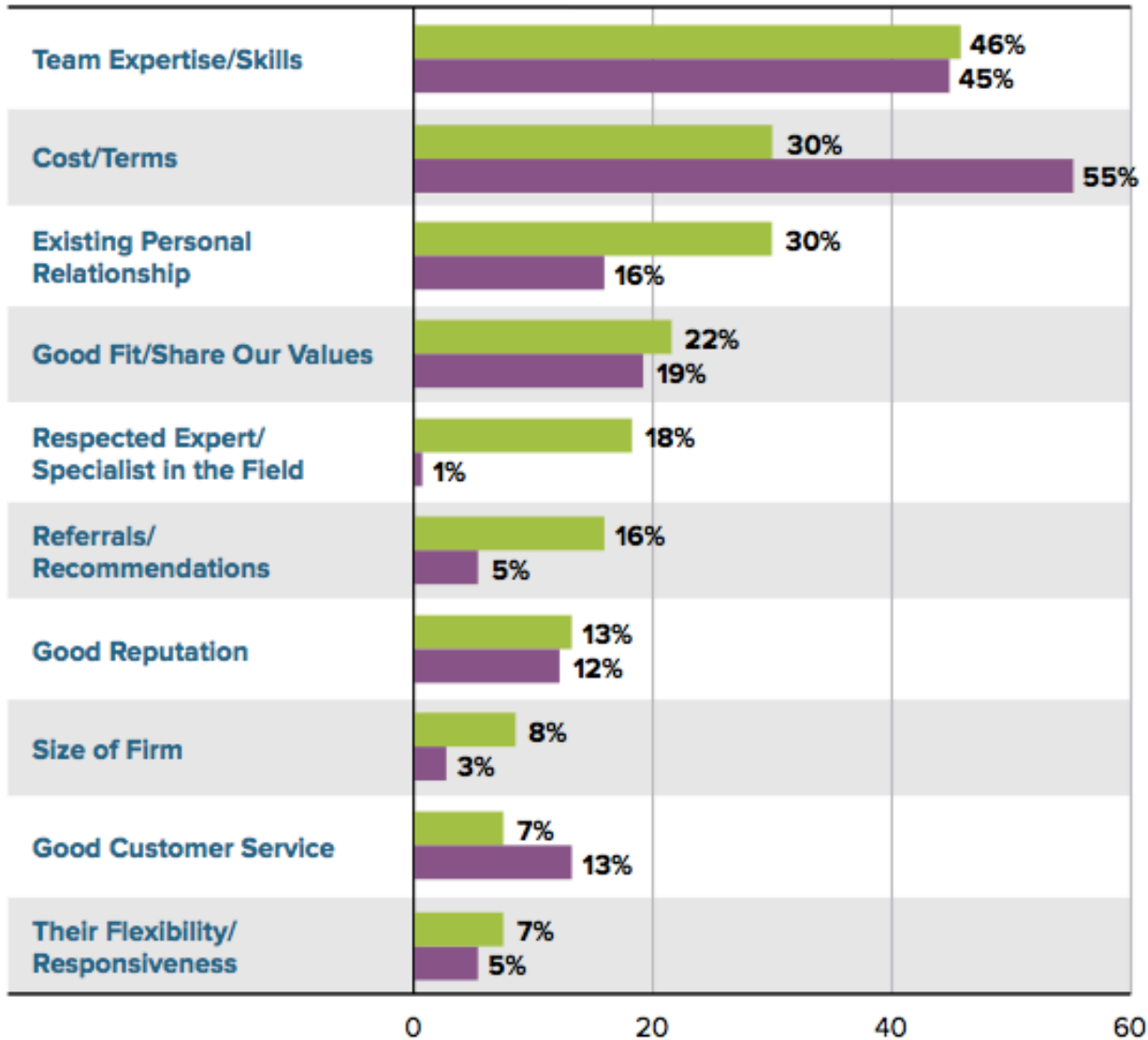
Best Marketing Approaches

What is the best way to reach the Accounting and Financial Services Buyer? We asked both groups what they thought would work best. The results are shown in Figure 5.

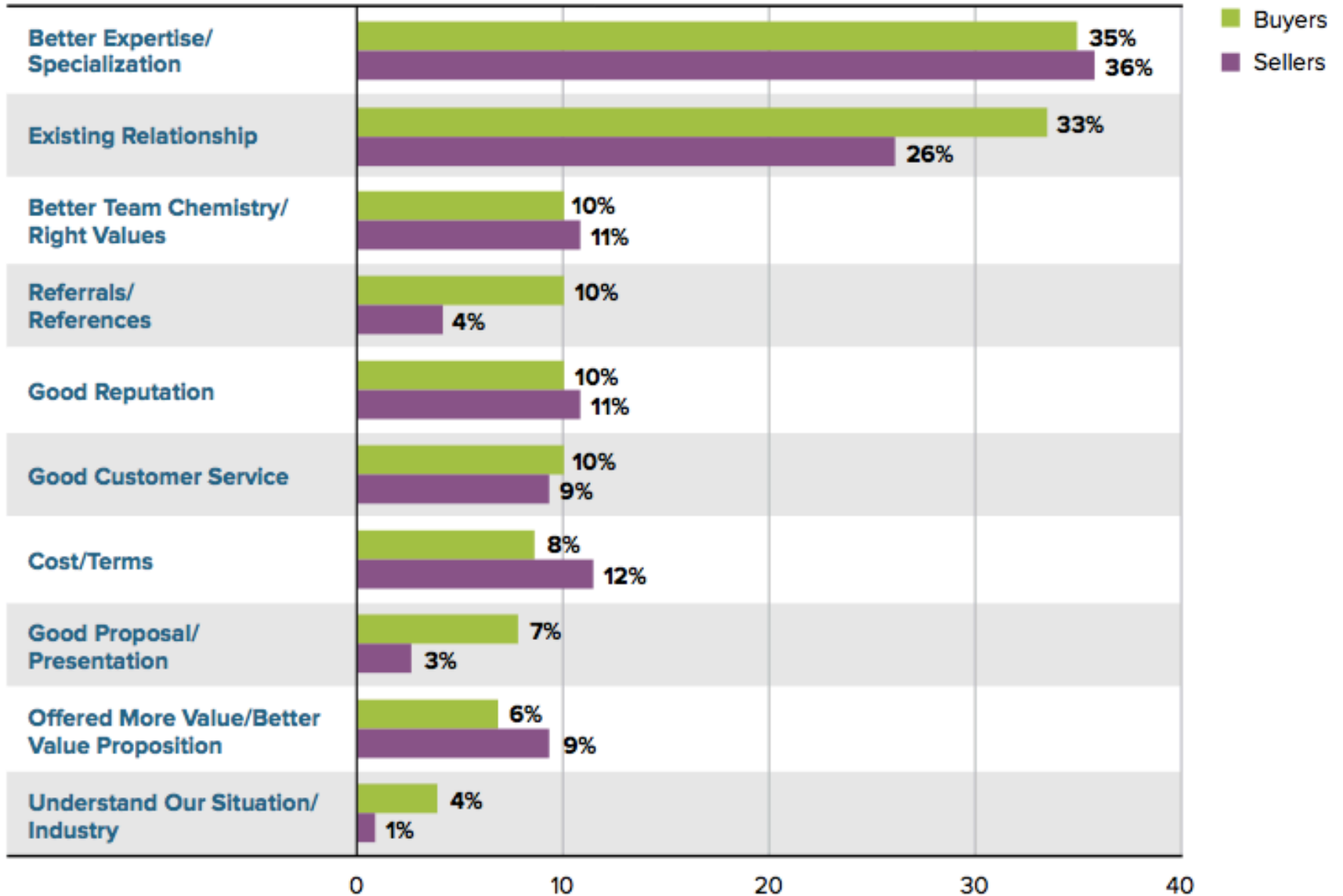
Fig. 5. Best Way to Market to Buyers



How do your prospects choose?



Sellers
overestimate
the importance
of cost and
customer service
as primary
selection criteria.





**COMPANIES THAT
INCREASE BLOGGING
FROM 3-5X/MONTH
to 6-8X/MONTH
ALMOST DOUBLE
THEIR LEADS.**

**B2B COMPANIES THAT BLOG ONLY
1-2X/MONTH GENERATE
70% MORE LEADS
THAN THOSE WHO DON'T BLOG.**

Share This Report!





Strategy

is an 8 letter word

Priority List

Action Plan

Marketing Calendar

Your content should be

Useful

Helpful

Relevant



To your
target
market

1. Ebook (ie credit control, payroll)
2. Download a template (Business One Page plan)
3. Diagnostic, questionnaire, or survey
4. Live event or seminar
5. Webinar or online event
6. Industry guide
7. Benchmarking guide
8. Online training session
9. Webinar recording/replay
10. Leaflet or brochure
11. Factsheet
12. Book review
13. Industry or issue-specific tips (inheritance tax, property owners, UK missionaries...)
14. Free trial
15. App download
16. Demonstration or how-to
17. Frequently Asked Questions (FAQ's)
18. Checklist



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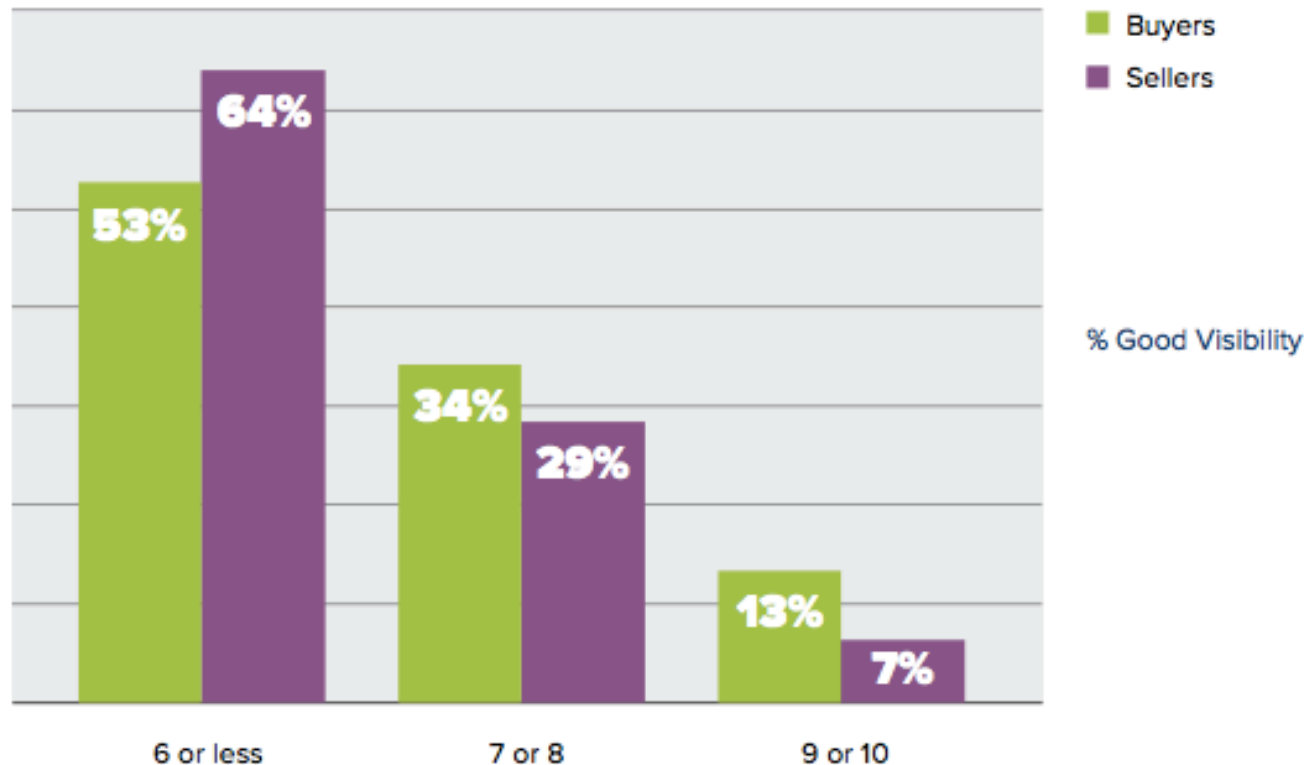


identify an important difference in perception. Many firms may be more highly regarded by their clients than they realize.

Firm Visibility

Ratings of the Seller's firm marketplace visibility are shown in Figure 24.

Fig. 24. Visibility Rating of Seller's Firm



Marketplace visibility was rated much lower than firm reputation. Firms with great reputations but low visibility are likely quite common.

Sellers are more likely to see their firms as less visible in the marketplace than



If an increase in visibility is accompanied by a strong reputation, the brand will be much stronger.

**Paid search just helps the
right people spot you –
again.**

1. Know your target/niche area
2. Create useful, relevant, helpful content for them
3. Set it up on your site so you get notified
(automation)
4. Promote that content using all available channels

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