



Small Business *eBook* Series



New rules of

# MARKETING FOR

Bookkeeping Professionals

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**BH** BookkeepersHub  
Connecting Australia's bookkeepers with business

Perhaps marketing is not something you're used to; too bad because you need to put some thought, time and probably some money towards it. Otherwise your chances of achieving a sustainable bookkeeping practice are not great

The good news is that from a cost point of view it is possible to get a lot more bang for your marketing dollar than at any time hitherto.

## **Finding Customers vs Be Found**

Google said it their book several years ago. In their book *The Zero Moment of Truth*, Google write that a customer has the control of which service provider they will purchase from because they have all the tools at their fingertips to make an informed choice. Which is one reason why we have provided you with some of the 'tools in these guides. In other words the two guides you have already received: Our guides Getting a *Powerful Profile* and *Get the Word out: Google Places* are critical tools towards being found.

**FINDING CUSTOMERS:** Reaching out to event organizers, or networking group leaders, and offering to give a free seminar targeted to their community (small businesses, trades business owners, contractors etc)

**WHERE DOES THIS FALL SHORT?** In the ever growing skeptical world of prospecting, focusing 100% on outbound "finding customers" is a great example of "Working Harder, not Smarter". Can you still find customers this way? Of course. Should you still use it? Yes, but be prepared to spend a lot of time using cold messaging to get in front of your customers. You can easily spend 40 hours a week cold emailing, only to get 1-2 new customers a month. This method should almost always be supplementing by "Being Found"



**BEING FOUND:** This means prospects “find you” by reading your blog or seeing your profile on LinkedIn or finding your page on LinkedIn or following your comment on Twitter. So it’s about finding you in search results on Google (Via SEO or SEM), engaging with you on social media, and through word of mouth or referrals **systems**.

As Google said in their book, prospects go into research mode before making any buying decision, and engaging, educating, and advising them during this stage is a perfect example of setting up opportunities for them to discover your firm.

The goal is to “pull” new clients in, versus “pushing” your message into the marketplace.

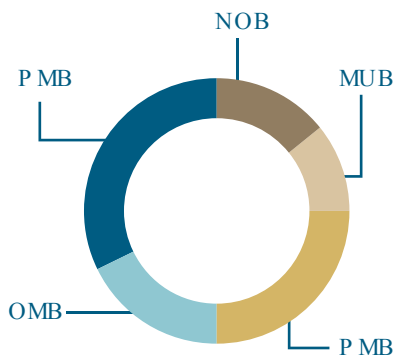


## How can we use Segmentation

It sounds intimidating but let's illustrate to dumb it down somewhat

**DEMOGRAPHIC SEGMENTATION EXAMPLE:** Here you might want to for example target restaurant owners in Brisbane cbd.

**BEHAVIORAL SEGMENTS:** Let's target all newly formed businesses within a 50 miles radius of our location, and invite them to our New Business Bookkeeping + Accounting Workshop.



## Advertising vs One on One Communication

Can you imagine trying to do one-on-one communication and prospecting 20 years ago? It literally does not scale unless you have a massive budget for a sales team. With the explosion of social media, prospects crave one-on-one communication. They fear the “faceless” company and love having genuine relationships.

**ONE-ON-ONE COMMUNICATION:** Receiving an email, and giving the prospect a call, or reaching out to them on LinkedIn. The point is, you have a 1-1, personalization experience, whether it's during relationship building, sales prospecting, and (one would hope) during client servicing.



## Continuous Relationships

As your prospects are online and in research mode before making a decision, the firm or bookkeeper who educates, informs, and engages with the prospects during this phases (without being a pushy salesperson and acting more like a trusted advisor), will be better setup for success. Quick tactical example: Offering all new prospects a free guide called “Unleashing the Profit Potential of Your Business” will help the prospect by educating them on how to think about the decisions they make every day..



## Integrated Channels

You must have integrated marketing channels and they must be ones where your prospects “live”.

To illustrate: Let's run an online-readiness “bootcamp” and send a letter to all previous customers who no longer use our service. After 5 days, anyone who doesn't respond, we'll give them a call to check in and see if they have any questions. Finally, on day 12, anyone who didn't respond will get a final “email” reminder of the event.

**WHY DO THIS?** Your prospects are BUSY AND DISTRACTED ... constantly. If they are not working, there's a landslide of marketing messages coming at them seeking their attention. Therefore, a single, isolated message through a single channel will likely fall on few prospects. Most will ignore. But by using multiple step marketing campaigns across multiple channels, your 1% response rate can quickly go to 5,6 even 7%.



## Data Driven Marketing

This is where you **measure measure measure**. Sure, you can still be creative. But at the end of the day, it's all about answering these questions...

1. Did it bring in a positive ROI? If yes, should we spend more?
2. If it didn't bring in a ROI, how can we adjust or optimize the campaign to get to an ROI?
3. If it didn't bring in a ROI, should we cut the campaign altogether?

... You work hard to build your practice, and by focusing on the data, you protect your fee income and the profit margins generated vs watching them disappear through scatter-gun, hope-filled marketing.

