

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Alan Vitberg • Apr. 30, 2012



An Overview of Inbound Marketing

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

transformation taking the form of a movement away from spending on traditional marketing activities towards inbound marketing and using the internet as the centerpiece of the firm's marketing program.

Inbound marketing is a new approach to business development. It's based upon moving away from pushing messages to pulling suspects and prospects to your marketing messages, and involves implanting strategies and tactics for:

1. "Getting found first" by potential customers who are searching on-line for solutions to their accounting, tax, audit or business management needs or problems,
2. Converting those who have found the firm into a new engagement,
3. Transforming traditional outbound activities for more inbound traffic, and
4. Continually monitoring and measuring results to refine tactics in order to deliver more ROI.

At its core, rather than interrupting prospects and clients to get their attention with emails, cold calls, snail mail and the like, inbound marketing relies on the principle that prospects will find and come to your accounting firm's website if you have the right mix of online presence, thought leadership, infrastructure, tools and discipline in place.

Inbound marketing isn't just a passing marketing fad. It has the potential to deliver a huge upside ROI, and has proven to be much more effective in delivering leads at a lower cost than traditional marketing methods.

If you're searching online, then so too are your prospects, clients and competitors. Those firms that can win the game of inbound marketing are going to be the firms

that will earn more brand awareness, generate more leads and new business, and see

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved