

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

should be doing it, but what exactly is content marketing? In a nutshell, it's a marketing paradigm that opts for providing something of value as a method of showing audiences why they might want to choose your services rather than telling them to do so. The benefits to your accounting firm are well worth taking the plunge. Content marketing helps you:

Apr. 29, 2014



Everyone's talking about it and most accounting firm owners have a sense they should be doing it, but what exactly is content marketing? In a nutshell, it's a marketing paradigm that opts for [providing something of value](#) as a method of

showing audiences why they might want to choose your services rather than telling

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

to discuss a topic of interest to the listening audience is content marketing. Buying radio air time to advertise your firm isn't.

Before you get started you'll need to define your process and goals so you know where you're going. Come up with clear parameters that hone in on your:

- Objective and purpose
- Integration with other marketing
- Audience
- Focus
- Creation Process
- Promotion
- Management
- Measurement
- Definition of success

Why it's so popular

Content marketing is based on offering audiences something of value; they choose to participate because they're getting something out of the deal. Content marketing takes advantage of your unique position in your markets to generate valuable insight and advice on the issues your clients and prospects care about most. Try these tips for maximum effect:

- **Communicate your differentiators.** They create and define your unique market position.
- Value is in the eye of the reader, so think about the issues and challenges that weigh on your audience.
- Remember, you're the expert here. What do you know that your audience doesn't?

- Divide the work by encouraging managers and other staff to contribute (with a

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

- o News alerts and Twitter searches
 - o Interesting blogs you read
 - o [Case studies](#)
 - o Industry publications
 - o Competitors you respect
 - o Partners, staff and referral sources
 - o Your clients! They're the very best source for ideas. Answer the questions you hear repeatedly and you'll be offering exactly what they want.
- Let your audience know about your content in as many ways as possible:
 - o [Your website](#)
 - o Page optimization
 - o Social media
 - o E-newsletters
 - o Links in your signature
 - o Guest posts on other blogs

It's here to stay

Content marketing may be trendy but it's not a flash in the pan. By now [93% of B2B marketers reported using the strategy](#). It's safe to say that content marketing is here

to stay, so you might as well explore your options and let the strategy start to work

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

Firm Management • Marketing

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