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payrollpractitioner.

Taija Sparkman • Dec. 21, 2015



Building a brand is important for every business. The business' brand is at the core of who they are and it's how customers relate to businesses. The same is true for your payroll practice. Your brand will resonate with current clients and attract new ones. It tells them who you are and what your value is as a payroll practitioner.

Your brand is more than just your logo and tagline. It's the personality that is emulated in your business practices and working style. It encompasses any visual or design elements you use in your communications, as well as any trademarked material.

Your payroll staff are going to be the main promoters of your brand. They are the faces of your practice and the units used to measure whether your practice is living up to its brand and promises. It's important that you and your staff understand this

and work to be consistent in every client and prospect interaction. This might mean

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misrepresent your practice or be something you're not. This will hurt your credibility as a payroll expert. Also, if employees are allowed to post on public forums under your practice's name, review guidelines of acceptable messaging. You don't want an ill-thought out tweet or status to reflect negatively on your firm.

Consistency is also an issue. Avoid sending conflicting messages, such as advocating both for and against online payroll services. Likewise, if you and/or your practice only use social media to discuss payroll-related topics, you do not want someone on your staff posting about presidential elections from the practice's account.

Lastly, as your practice grows and changes, consider if your brand image has shifted and if any marketing materials need to be updated to reflect this as well.

Payroll

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