

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



As we head into mid-term elections, you might be wondering how you can attract politicians to your practice? Like them, you must campaign for their attention, with the right message that meets their needs when they want them met.

Here are some tips you can use to increase the awareness of your brand in politician's minds.

Begin by developing a multi-prong marketing strategy that includes online marketing, social media, email efforts, and in-person activity. This is not a strategy that works overnight. It takes time, diligence, a great deal of effort.

Target Market

Take a deep dive defining to whom you want to market your services. Also, evaluate

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

What's your marketing message?

Break it down in to four parts:

1. Tagline/headline – “The politician’s accountant of choice.”
2. Slogan – “Accounting for Endless Possibilities.”
3. Positioning statement – “For local and state politicians, [firm name] is an accounting and tax firm that helps you focus on the task at hand while coloring within the lines.”
4. Description – “We work alongside local and state politicians to identify and adhere to relevant tax and accounting regulations through the campaign process and beyond.”

Social Media

Hashtags are prevalent across most social media platforms. How can you use them to your advantage to gain the prospects you want? Research your target markets’ campaigns to see what hashtags they are using; research dominate political hashtags on your social media platform of choice, for example, a term might be more powerful on Twitter than it is on YouTube. Use tools like [Google+/Explore](#) and [Hashtagify.me](#) to find relevant terms in your target market’s industry (not your own) and their relevance score by social media platform.

Now that you have hashtags, you’ll need creative for each platform where you’ll be posting content. Keep in mind, you’re going to post only on platforms your target market is using, for example Facebook, Instagram, Twitter, and YouTube, rather than LinkedIn. There are many free tools that provide pre-defined image-posting sizes for each platform along with templates. When choosing images, consider business

images with groups of people versus one person, images that resonate with the

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

Also, if you're considering an informational video for your practice, post it directly on Facebook rather than linking it to your firm's YouTube channel. It will get more visibility than if you just post a link from another platform.

Online Advertising

If your firm is not listed on Google or Bing's free business pages, that's a first step. Next, consider your marketing budget. How much are you willing to spend over a period of months to draw in clients? Rather than spending money on search ads, consider graphical or video ads placed on politically- and geographically-focused websites for your target market; it's called managed placements on Google Ads. They are just as budget-friendly as text ads, but often have more impact and better return on investment. Lastly, social media ads can also be effective when targeting specific audiences.

Traditional Efforts

In addition to your online efforts, traditional efforts, can also increase your brand and draw in leads. Consider a postcard or email campaign that is very targeted with a link to a trackable call to action. For example, send a message about an event you're sponsoring. In it include a link to a website landing page that has a short, registration form. If the link is memorable and short, it's more likely to be clicked, e.g., "Register now, before we're sold out! <https://FirmName.com/SaveMySeat>." In-person presentations can also be very effective.

Creating A Process

The process takes a good deal of time, effort, energy, and sometimes money. You're in this for the long haul, so start from the end goal.

1. When is the campaign season in high gear? Back up from that date by at least six to

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

step by step marketing campaigns so you know what's working and what needs to be adjusted or ditched.

7. Identify new opportunities and decide if you should leverage them, e.g., radio or television talk shows, speaking events, political rallies, trending topics, etc.
8. Take time to review successes and failures along the way and decide if you should continue with the current plan or adjust it.
9. Track incoming leads to identify where they are coming from. You can also gain insights from social media and website analytics tools.

The silver thread that ties all of this together is the pain point. What problems are you helping politicians to solve? How are you helping them to solve them? When you answer those two questions, you are well on your way to attracting new clients.

===

Becky is the President and CEO of [Penheel Marketing](#), a boutique marketing firm specializing in social media and digital marketing for CPAs.

Firm Management

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