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still analog. They spend thousands of dollars on printed brochures and rely on referrals and word of mouth to scale and grow.

**Jim Boomer • Oct. 04, 2021**



We live in a digital world. And yet, the marketing plans of many accounting firms are

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Here are a few ideas to help you get started.

## **Create a client-centric website**

CPA firm websites tend to fall into one of two extremes: bare-bones sites with little more than contact information, or overloaded sites with more information than any prospective client needs, wants or can navigate with ease.

Work with a web designer, developer and your marketing team to create a website with an attractive layout and mobile-friendly design. Make sure current and prospective clients can easily find the information they're looking for and schedule an appointment.

## **Become a trusted guide**

Search engine optimization (SEO) is a powerful marketing tool. Before anyone decides to engage your firm, they research your business online. This research helps validate their decision to work with you, so create valuable content and share it across your website and social media channels. This improves SEO and establishes your people as trusted guides who help their clients reach their goals.

Unfortunately, few busy professionals have the time to create valuable content regularly. The good news is you don't have to do it alone. Hire a writer, work with a freelancer or partner with a company that can help you create fresh, original content each month.

Avoid using a newsletter service that provides the same stale articles to every firm. Sharing the same content as everyone else actually harms your SEO efforts and doesn't do anything to help establish your expertise.

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testimonials and other valuable content on your social media channels.

### Create automated email marketing campaigns

Email marketing is an effective way to make existing clients aware of other services you offer and generate leads from your website.

Integrate lead magnets and drip campaigns into your digital marketing strategy. Lead magnets encourage website visitors to subscribe to your email list in exchange for a valuable piece of content, like white papers or checklists. Drip campaigns are a triggered sequence of automated emails sent on a predetermined schedule to target email subscribers. And according to Martech Zone, an effective drip campaign can generate **80% more sales** than a single marketing email.

An email marketing platform can automate your email campaigns and analyze results to help you track the success of your efforts.

Digital marketing isn't a differentiator — it's a foundational pillar for any successful firm in today's increasingly digital world. Incorporate these digital marketing tactics in your firm to become a trusted authority in the profession. As with any initiative, it takes time. But stay the course, and you will find many more opportunities with clients in need of accounting, tax and advisory services.

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Jim Boomer is the CEO of **Boomer Consulting, Inc.**

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