

Digital Marketing Unlocked For Accounting Firms

Identify your ideal client and then tailor your campaign to find them, writes **Mary Cloonan**

When it comes to digital marketing for accounting firms, there is no one-size-fits-all approach. Every firm is different, and each firm will need to tailor its marketing strategy accordingly. However, a few general tips can be helpful for all professional services firms.

Let's begin with an exercise that will help you to better understand your target audience. Imagine you are sitting at your desk with an empty chair opposite you. Picture your ideal client seated in that chair. What are their personality traits and interests? What do they care about? What kind of services do they need? How are they finding information? What are they reading?

Once you have a good idea of who your ideal customer is, you can begin to tailor your marketing efforts. You want to make sure your brand and messaging resonates with them, and that you are easily found online when they need your services.

IDENTIFY WEAKNESSES

One way to gauge how well your digital marketing is working is to search your name and firm after clearing your internet cache. If you're not happy with the results, then it's time to make some changes. You may need to focus on search engine optimisation (SEO), create more content, or invest in paid advertising. It may even be an issue with your website design or user experience. Whatever the case may be, it's crucial to identify and address any weaknesses your online presence may have.

For example, Google will often rank



Mary Cloonan of Marketing Clever

businesses higher in search results if they have a complete and up-to-date Google My Business listing. Take the time to fill out all of the information requested, and post new content on a regular basis.

LinkedIn can be a powerful tool for marketing professional services firms. It's a great place to share your content, connect with potential clients, and even generate leads. Use LinkedIn to its full potential by creating a solid profile, sharing relevant content, and connecting with as many people as possible. Your contact details on your LinkedIn profile must include your email, telephone number, web address and office address.

LinkedIn can also help to build your firm's brand. You can do this by creating a LinkedIn firm profile. Administrators to the firm account can invite their personal LinkedIn connections to follow your page, which is a useful way to harvest personal

connections from multiple individuals.

When it comes to digital marketing for accounting firms, one of the most important things you can do is post regularly on your social media accounts. This includes sharing fresh content, tagging people and companies in your posts, and using relevant hashtags.

PPC CAMPAIGNS

Paid advertising can generate leads too, using use pay-per-click (PPC) advertising on Google AdWords, Facebook Ads, and LinkedIn Ads.

When setting up your PPC campaigns, make sure you

target the right keywords and use relevant ads. You should also track your results and make changes as needed. Hiring a reputable digital expert is highly recommended.

There are several low and no-cost resources available when it comes to digital marketing. These include free photo libraries, blog post templates, and social media tools. Look at websites like Unsplash, Lumen 5, Biteable, and Canva for some stock photos and video tools, and HubSpot and Hootsuite for some free social media tools.

One of the most critical aspects of digital marketing is regularly reviewing your analytics and progress. It's also a good idea to set some goals and track your progress towards these goals. Last, but certainly not least, you may want to consider hiring expert copywriters and digital gurus. This can ensure that you're doing everything possible to reach your target audience.

● *Mary Cloonan is the owner of Marketing Clever*