

Digital Marketing Checklist

Marketing Tips for Professional Services Firms



Practical, Commerical Marketing Advice

Whether you're an accountant, solicitor, or tax advisor, you must focus your marketing efforts on who you're trying to reach. You want to ensure that you establish yourself as a thought leader in your field, so that when the moment of need arises, they will think of you.

1 The Empty Chair

Imagine that you are sitting in an empty chair, and picture your ideal client or target persona seated in the chair opposite you. What are their personality traits? What are their interests? What do they care about? What kind of services do they need?

(✓) Clear Your History and Cache

Once you have a good idea of who your target persona is, you can begin to tailor your marketing efforts accordingly. You want to make sure that your brand and messaging resonates with them.

() Search Your Name and Firm

Search for your name and firm. If you're not happy with the results, then it's time to make some changes.

2 Marketing Strategies

() Google My Business Listing Business Hours and Posting

One of the most important things you can do is make sure your Google My Business listing is up-to-date. This includes ensuring that your business hours are correct and that you are regularly posting fresh content.

() Build Google Reviews, and Share the Link With Clients

One way to gauge how well your digital marketing is working is to do a search for your name and firm. If you're not happy with the results, then it's time to make some changes.

() Regular Posting, Tagging, and Hashtags

When it comes to digital marketing for service providers, you must regularly post and update your followers. This includes:

- Posting fresh content
- Tag people and companies in your posts
- Use relevant hashtags

If you can keep your social media accounts active and engaging, you will be more likely to attract potential clients.

3 Don't Forget LinkedIn

(✓) Create a LinkedIn Profile

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.

() Harvest Personal Connections Via a LinkedIn Firm Profile

You can do this by creating a LinkedIn firm profile. This will allow you to connect with potential clients and referral partners on a more personal level. It's also a great way to show off your firm's strengths and expertise. So make sure you take the time to provide as much information as possible, and add some great photos to help showcase your firm's work.

() Use LinkedIn to It's Full Potential

Make sure you are using LinkedIn to its full potential by creating a solid profile, sharing relevant content, and connecting with as many people as possible.

4 Marketing Tips

5 Marketing Tips for Professional Services Firms

PPC

Paid advertising can generate leads and focus on robust marketing strategies for service providers.

Review Analytics and Your Progress

Use Expert Copywriters and Digital Gurus

You may want to consider hiring expert copywriters and digital gurus.

Google News Alerts

Stay up-to-date on the latest news and trends in your industry

What Low and No-Cost Resources Are Available?