



5 Easy Ways Accountants Can Grow Their Businesses

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In today's competitive business landscape, it is more important than ever to add value to your clients' businesses. This is true for accountants, CPAs and other tax professionals.

In this eBook, we will examine five ways in which you can quickly bolster your relationship with your clients and enhance your overall marketing strategy:



Blogging



Host a free seminar



Hire a PR Firm



Support local non-profit organization



Create a customer referral program

These suggestions may seem like common sense -- but a little common sense can make significant impact on the growth of your business.

Blogging

For just about every business, blogging has evolved as a premier tool in the new era of digital communications and it is especially true for accounting firms.

A well-crafted blog can provide current and prospective clients with valuable information on your area of expertise.

The ever-changing tax code can be intimidating, which is why many small businesses hire accounting professionals to handle their finances in the first place. A certain level of trust is required for businesses to use a new service and a great way to build that trust and demonstrate your expertise is through a blog!

Blog topics should focus on key subjects that may concern your clients and how your business may help such as:



Simple ways to save money



Year-end tax planning advice



Deductions that expire next year



Common accounting mistakes



How to overcome cash flow problems

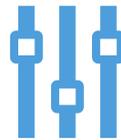




Incorporating accounting keywords in the blogs will help improve search engine optimization (SEO) and visibility for your business while adding credibility. However, it is important not to give away too much information so that there is an incentive for prospective clients to use your service.

Chances are that your competitors are already blogging, so it might be a good idea to see what they are doing and how you can improve on it. A great place to start is on LinkedIn or WordPress; both sites are free to set up an account and you can gradually build a following through these social media platforms.

Some tips:



*Decide on frequency
(weekly vs. monthly) and
stick to the schedule*



*Recruit guest bloggers
(experts) for featured posts*



*Provide statistics, external
links, infographics that
make the content more
compelling*

Blogs, of course, can be posted on company websites. If your site is boring, spruce it up with a stylish look with compelling high-resolution pictures. Just because accounting isn't a "creative" field, it doesn't mean your website has to be dull. Whether a visitor is coming because they found your website through its URL or search engine or via a blog you've posted on LinkedIn, the site should look professional. Remember, the website helps you define your brand. Invest adequate time and resources to it.

Participate in Educational Seminars



In an era that thrives on digital communication, it is important not to forget the impact that in-person networking events can have. These types of events can build the presence of a business, develop relationships with other businesses and consumers, and enables your company to stay current on industry trends.

Public libraries or hotels, for example, are a perfect setting to host an educational seminar on the services that your business specializes in. It is a great way to introduce prospective clients to your business and tell them what you can do for them.

In the world of accounting and finance, it is important to develop a relationship, and many prospective clients will value an personalized demonstration and networking event. Seminars are a great way to build a client base and a positive relationship.

Libraries are frequently willing to invite guest speakers, so long as they offer information on timely topics free of charge to attendees.

If you are not inclined to put together your own seminar, always be on the lookout for opportunities to be invited to existing events. These could include industry seminars or events hosted by a local chamber of commerce. Contact the organizers and see if you can present a topic in which you are well versed. The same holds true for industry associations.

All of these suggestions fall under the umbrella of **"Networking."** Be visible and stay in touch with people you meet after the seminar or chamber of commerce event has concluded.

Hire a Public Relations Firm



Realistically, it's tough for any business owner to be a great at every aspect of a business's operation and many don't have the time to execute a well-devised marketing plan. Many CPAs and finance professionals are numbers-oriented, which is expected, but they do not always embrace the best marketing mentality.

While there is an added cost to your payroll, hiring a good public relations firm can go a long way for enhancing your company's brand. Financial professionals operate in a saturated market, and it is important to differentiate yourself from the competition. An agency will work with your company to develop a marketing strategy to help stand out from the rest.

Public relations professionals specialize in:



*Promoting a company
and its services*



*Establishing media
relationships*



*Devising social media
strategies*



*Developing overall
marketing strategies*



Hiring a public relations firm for marketing initiatives could be a decision that gives your company the extra boost in marketing. A firm such as **Over The Moon PR**, can do any of the following:



Position you and your company as experts in your field



Improve SEO to attract more visitors to your website



Secure interviews in the press on accounting-related topics



Oversee social media communications



Create marketing materials, including newsletters that can be sent to potential, existing, dormant clients



Ensure consistent branding

Sponsor a local non-profit organization

For many small businesses, the community is often the backbone for their success and this sentiment is true for accounting firms both large and small. In fact, most Fortune 500 companies donate to or participate in the support of non-profits. Why? Altruism? Partly so. A more significant reason is because “doing good” is good for business.

Sponsoring a community event, local sports team, or non-profit builds your company’s image and its name recognition. It shows that you are committed to supporting the neighborhood’s success. Many residents will respect that and may even go out of their way to do business with you.



A few examples of non-profits include:

- *Dress for Success*
- *Boy Scouts of America*
- *Boys & Girls Clubs of America*
- *Susan G Komen Breast Cancer Foundation*
- *Wounded Warrior Project*

If your company supports a cause that consumers can relate to, it is more likely that they will use your service, especially residents of a local community. A company's investment (financial or labor) in the community shows social responsibility.

Some of the immediate benefits of sponsoring a charitable organization include:

- *Increased visibility for your brand*
- *Charitable image*
- *Goodwill in the community*
- *Potential referrals from groups that you have supported*

Develop a customer referral program

For many small businesses, word-of-mouth marketing is their most prominent lead for new business and it's very cost-effective. In effort to get more leads, many businesses will set up a customer referral program, which offers incentives to your consumers who suggest your product to the community.

Incorporating a customer referral program encourages loyalty in your consumer base and shows that your company is appreciative of the work that is done to make your business successful.



Referral SaaSquatch, a customer referral platform that offers a truly cross-channel solution for SaaS, Mobile Apps, Marketplaces and Telecom offers seven surprising stats about customer referral programs such as:



65% of new business comes from referrals
– *New York Times*



92% of respondents trusted referrals from people they knew
– *Nielsen*



Non-cash incentive referrals are 24% more effective
– *University of Chicago*

By implementing a customer referral program, you are focusing on customers who are already satisfied with your products and services with the hopes of them bringing more business. This often translates to improved sales revenue and a considerably higher return on investment for your marketing strategy.

Biz2Credit's Customer Referral Program

Many tax professionals and play the roles of advisors to their small business clients seeking startup or expansion capital. Assisting with a customer's access to capital helps build relationships and drive growth. Clients may seek the professional advice for their funding inquires of their operations as to where they can get small business loans and other types of financing. That's where Biz2Credit comes in.

Biz2Credit.com can help provide access to funding to entrepreneurs who are looking to secure credit. Registration on the platform is free, as is the use of Biz2Credit's proprietary BizAnalyzer tool that helps small business owners increase their credit scores – are also benefits of membership.

Everybody wins: entrepreneurs get funded, accountants add value for their clients, and lending institutions receive pre-screened, pre-qualified leads for free (and pay a small fee at the time a loan closes). To find out more about partnering with Biz2Credit, [Click here](#).



Thank you !

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