

SMART MARKETING FOR ACCOUNTANTS #1

Simple (yet highly effective) marketing strategies to help Accounting Firms increase revenues and turn their clients into delighted raving fans...



Use an 'added value' approach when you promote your accounting services

Most accounting firms have a range of services and professional advice that they can provide to their clients.

Yet many of your clients don't always use all the services you offer. In fact a lot of the time they may not even know that you provide a particular service that could be of help.

And that's where an 'added value' approach is quite useful when promoting some of these additional services to your current accounting clients.

If you would like to have existing clients invest in other accounting services you might like to try this...

Pick 50-100 clients each month.

Send them something that adds real value and at the same time mention a service you have that could be of help.

One way you could add value is to find a helpful article on business success that you can share with your accounting clients.

Then contact 50-100 of your accounting clients by either email or 'snail mail'. Send them either a hard copy of this article or a link where they can download or read it.

Include a short message when you send this helpful article.

It might read something like this

Subject: Helpful marketing article

Hi John, I'm always looking for useful ideas that can help our clients to improve their business results.

I read an excellent article recently on the topic of "How to make your business super referable".

I liked the ideas in this article and thought you might find it useful. You can read the article at this link...

Put in link to helpful article.

I hope you find this of value and I'll be in touch again soon.
Kind regards

Andy Accountant

PS: One of the services we offer is a business valuation service. This is for business owners who are thinking of selling their business and want to get the best price.

If this might be of interest for you (or any of your business colleagues) I'd be happy to give you more details on how this service works.

LOOK AT HOW SIMPLE THIS WAS TO DO:

You shared a helpful article with 50-100 of your best accounting clients and added some real value by doing this.

You then mentioned (in a low key way) one of the many services that you offer.

And invited people to contact you if they are interested in getting more details on this service.

Next month do the same thing again.

Pick 50-100 clients. Send them something that adds value and at the same time mention another service that you offer.

So the added value marketing formula is very simple

- Add value and mention one service you offer
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HERE'S WHAT HAPPENS WHEN YOU DO THIS CONSISTENTLY.

1: You build up a loyal following of clients who love the added value that you are sharing with them.

2: You increase your accounting revenues because some of these clients will be happy to invest in some of the additional services that you mention.

You can use this added value marketing strategy online and offline. If you are using an online added value strategy just send out 1-2 emails a month that add value.

If you are using an offline strategy just send something that adds value once a month by good old fashioned 'snail mail'.

TAKE ACTION

Try this simple added value marketing system in your own accounting practice for at least 3 months. And if you like the results you get, keep using this system.

Smart Marketing for Accountants is written by marketing advisor **Graham McGregor** (www.TheUnfairBusinessAdvantage.com) for clients and friends of **Barry Vincent**

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The magical power of thank you cards

Thank you cards are easy to use, very affordable and work like magic in any business. (And are an ideal marketing strategy to use in your accounting practice.)

A thank you card is a card that you send to a client, potential client or key contact and in the card you write a short handwritten message.

The average business person receives less than 3 hand written thank you cards in a year. So when you send one out you will instantly be remembered in a positive way.

Here are four occasions to use thank you cards and the words you could write when you send them out.

1: THANK YOU CARD AFTER A DISCUSSION ABOUT ONE OF YOUR ACCOUNTING SERVICES.

You might have been talking with a client or potential client about how you could help them. Just mail them a thank you card that has a message like this in it.

"Hi Bob; thanks for the opportunity to chat about how we might be able to be of help with our xyz service. I look forward to talking with you again soon. Regards John"

2. THANK YOU CARD AFTER A CLIENT CONFIRMS THEY WISH TO USE ONE OR MORE OF YOUR ACCOUNTING SERVICES.

"Hi Bob; thank you for investing in xyz service. I know you will be delighted with the benefits you receive and look forward to your positive feedback. Regards Jane."

In 97 per cent of situations where you spend money on any service you never receive a written thank you for becoming a client. So sending a thank you card like this means you are immediately remembered.

3. THANK YOU CARD FOR A REFERRAL

"Hi Bob; thanks for the referral to Fred Smith. I appreciate your thoughtfulness. I'll let you know how I get on when I talk with him. Regards John."

The more you thank people for referrals the more likely they are to give you more referrals.

And we all want more referrals because they are so easy to talk with and are very likely to become clients as well.

4: THANK YOU CARD TO ANYONE WHO GIVES YOU GOOD SERVICE

This use of a thank you card does not have to relate at all to your accounting business.

You can send one to anyone who gives you great service.

This could be to a restaurant owner where you received a memorable meal. It could be to someone who performed a helpful service for you at short notice.

Send out a thank you card with a message like this.

"Thanks for your great service the other day. I appreciate it. Regards Jane."

This will make the person you send it to feel great. And you'll be positively remembered as well.

By sending out thank you cards on a regular basis you will soon have dozens of customers and potential customers talking about you and remembering you positively.

How many thank you cards should you send out?

I recommend you send 4 thank you cards each work day or 20 thank you cards a week.

This will take you less than 10 minutes each work day to do and will mean you positively influence over 1,000 people in a year.

What sort of thank you card should you get?

I find a small greeting card size thank you card works well.

Have a nice image on the front of the card and have your business details on the back. (I personally have a nice motivational image of success on the front of the thank you cards I use along with a positive quote. I then have two client testimonials and my business contact details on the back of the thank you card.)

Have the inside of the card blank so you can hand write your own message before you send it out.

TAKE ACTION

Get 50-100 thank you cards printed by your local digital printer. And start using them in your accounting practice. You'll be delighted at the great results they produce for a tiny investment of time and money.

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