THE Bookkeepers SUMMIT 2011

MAKING YOU COUNT

THE INSTITUTE OF CERTIFIED BOOKKEEPERS ™

How to win your ideal clients

Your Marketing Strategy & Tactics

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Your bookkeeping solution

- **Strategic** – Who do you want as clients?, what does your practice represent?

- **Tactics** – proven ways to attract new clients

Something to take away and implement

7 systemised steps for growing your practice

1. Number of leads marketing
2. Conversation rate sales
3. Number of sales cross sales
4. Value of sales prices
5. Margin cost management
6. Buy more often sales & service
7. Increase customer lifetime retention

7 systemised steps for growing your practice

1. **Number of leads marketing**
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- **Marketing strategy** is a process that can allow an organisation to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

WIKIPEDIA

- **Marketing definition:** The management process responsible for identifying, anticipating and satisfying customer requirements profitably.

The Chartered Institute of Marketing

Effective marketing is a mindset

Know two things:

1. You “HELP” people to buy, not sell

2. Sales and marketing is not magic.........

   ....it is a planned process

Where do I start?

- What do you want your business to give you
- Who do you really want as an ideal client
- Ask the ideal client what do they want from you
- Create your future business strategy & vision

  How many clients, from an office or home, work remotely or on site, type of work you want, niche market?, employees or external resources, pricing levels, personal work / life balance,

- Plan the growth & take focused action

What do **you** want from your business?

Business

- More sales
- More profits
- Better cashflow
- Fewer problems
- Less stress
- Less risk
- Lower tax bills
- More saleable business
- More valuable business

Personal

- [ ] More take home pay
- [ ] More cash
- [ ] More wealth
- [ ] Worry free retirement
- [ ] Debt free - mortgage paid off
- [ ] Smart car
- [ ] Big house
- [ ] Education & house deposit for kids
- [ ] Holiday home abroad
- [ ] Better work-life balance
- [ ] More investment income
- [ ] More security

Who do you want as clients

- Customer profiling
- Segmentation
- Market research

Why not anyone?

- Working with ideal clients is much more rewarding
- You can concentrate your marketing efforts
- You can better understand their needs and how you can help.
- You will be able to identify product or service gaps
- You can easily adapt as you know your environment

Customer profiling

- Knowing the profile of your **'best' or 'ideal'** customer will help you focus on attracting more of the same.

  - **Analyse** by sector, size, location, personality, software used, spend pa, terms, age of business, interests, job satisfaction, etc
  - Know HOW did they find you

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Other segmentation tools

- **Demographics / Geo-demographics** e.g. Standard Industrial Classification, age, sex, income, occupation, education, religion, nationality
- **Classification** e.g. Thriving; expanding; rising; settling; aspiring; striving
- **Life Cycle** e.g. Single, married, children? or the business life cycle
- **Psychographics** e.g. Risk adversity, personality, attitude, lifestyle, ethos
- **Contextual Marketing –** understands 'what' the customer was doing when deciding to purchase and 'where' they were e.g. place, time, connectivity,

Market research

- Number of prospects?
- Where are they buying now & Why?
- What do they get for their money?
- How often do they buy?
- What are their buying habits?
- Who are the influencers?
- Is it a Want or / and a Need?

An **A1** target client

- Turnover £200 – 300k
- Owner managed businesses
- Employ less than 5
- Profitable & Positive cashflow
- Low creditor days
- Sage software user preference
- Via a Referral

How you present yourself

- Represent – professional, personal, qualified, experienced, “corporate”
- Pricing – no problem being the cheapest, but…
  - MP3 player? Most popular always Ipod = cheapest?
  - Car? Most desired = cheapest?
- Size – individual, team, support,

So now I know who I want, HOW do I attract them?

A tactical plan detailing specific actions to be accomplished in the current year

Plan time and take action

Challenge your comfort zone & limiting beliefs e.g. “I don’t enjoy that”, “that can’t be done”

Make time for marketing

- Keep a pipeline flowing
- Schedule time for marketing
- Plan to maximise your allocated time
    - » Diary management,
    - » Don't get hijacked into fire fighting time,
    - » Task / To Do list,

You need a distinctive

identity

You need a customer-centric proposition

You need to communicate

consistently

Your business needs to ooze

credibility

You control your customer's

perception

Who are you?

In 3 words, what is your business?
3 reasons why we should buy your product?

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Who are A1?

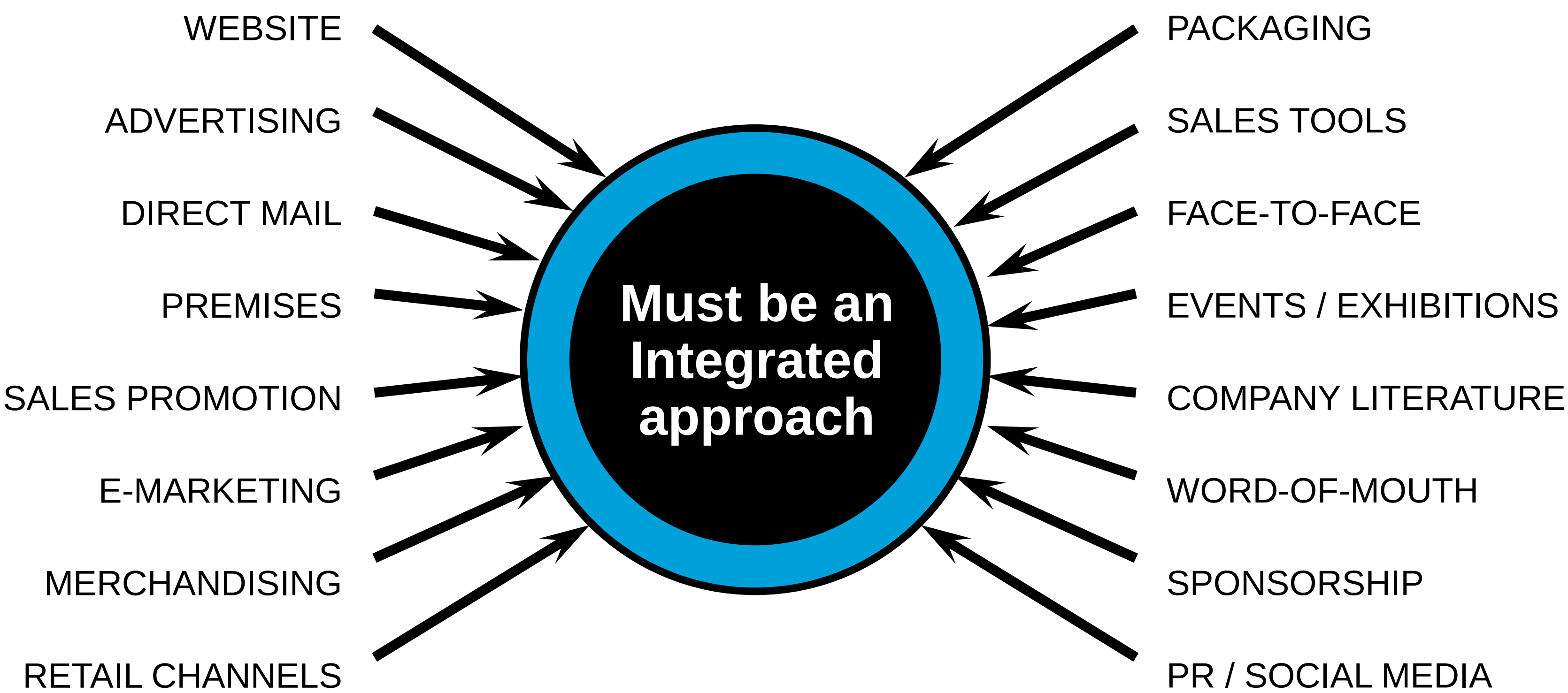
In 3 words, what is your business?

Qualified, Professional, Support,

3 reasons why we should buy your product?

Recommended, Supportive, Give Value

Various marketing tactics



Proven A1 tactics

- Referrals
- Networking events
- Advertising
- PR
- Direct Mail
- Telesales
- Social media
- Web site
- Online marketing
- Newsletter
- Leaflet drop

Referrals

Do we really ask for referrals or hope?

Target delighted customers **AND** your network

Be proactive

Generating referrals

How can we be more **proactive**?

- Review clients customer & supplier lists
  – Identify there contacts you could work for and ask
- Referral session with your contact
  – calling & referring each other
- Referral certificates – banks, accountants, solicitors

  - have a great value offer – free accounts review or consultation
- Testimonial receipt – you like us, so …….

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Increase your profile

- Get others talking about you & your reputation
- Speak at events – invitation or offer
- Offer to be an expert hotline for advice
- Newsletters – share your market knowledge & expertise
- Be seen – not just events, forum/LinkedIn group contribution

Keep yourself in the mind of your referrers

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Make referrals work for you

- Communicate your ideal referral
- Gather proof you can do it & share this
    - Testimonials (try the power of video)
    - Awards
    - Case studies or success stories
- Have a compelling offer for the referrer & prospect

    - Accountant referrer will find YE easier & work more profitable
- Tell everyone you are 'open for business'

Networking - Your real network

1. Family
2. Friends
3. Neighbours (the family / children's friends!)
4. Old employers or work colleagues
5. Business clients and associates (past & present)
6. Other local business owners with synergy for the same prospect
7. Accountants, bankers and other professionals

What is Networking?

- Networking - create
- Networking – capture and retain
- Networking - develop proactively
- Networking - cost effective

B2B Networking events

Find a group that suits you and attracts your target market / referrers

or create a group!

What is your message?

What makes someone want to listen

- how you avoid the silent response of 'So what'

How can you help them or their contacts?

- What really turns on the light?

Asked: “So what do you do?”

- I’m a bookkeeper or I support other business owners with / by ……
- I process accounts or I create accurate financial information that helps my clients make a more informed business decision
- I offer tax planning or I help you pay less tax which means that you can buy that …..

Advertising

- What does your ideal client read?
- Why that publication?
- Which type of articles capture the interest?

- Local, ‘must read’ publications
- Measure response rates / Return on investment

PR

- Use to increase your profile locally
- Aim for FREE
- Shout about yourself but avoid me, me, me
- Be clear with your message only one at a time
- Strong headlines catch attention
- Avoid ‘So what’ content
- Get your message across early – space limited may cut

Direct Mail

- Target ideal prospects
- Include testimonials & case studies from similar businesses
- Direct to the decision maker is the key, not just to the business
- Proof read by third party once its sent, it's sent!
- Your own list is better even if smaller, more targeted
- Test small if planning a large blanket campaign
- Have a call for action!

Telesales

- Position in your own mind – not a cold sales call!
- Suggest you take action & not via agencies?
  - With passion, Has the answers,
  - Not appointment driven,
- Try small achievable target lists (e.g. 5 a day)

Social Media

LinkedIn

twitter

g+

bebo

digg

Blogger

facebook

YouTube

myspace.com
a place for friends

foursquare

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Social media

- Use the appropriate platform
- Create interest in you, in bookkeeping,
- Get them following / liking you
- Be a giver / contributor – retweet, like, follow, comment
- Follow key phrases – who is looking for a bookkeeper?
- Standard networking rules apply
  - e.g. Listen first, don't pester, jump straight in with sales messages,

Social media

- Not got time?
  - Compare to your last face to face networking event,
    - time to drive there, attend, drive back?
  - Example: A1 commit an a average 3 hours per week

    Result: We have generated 3 new clients from 4 enquiries in the last 6 months – so people are looking for us

- Use tools like Ping.fm for generic messages

Web site

- 2 main purposes
    1. Attract new prospects
    2. Supports your other marketing
- Replicate who you say you are
- Put yourself in the shoes of a visitor - what are they looking for
- Be found, be SEO effective - page titles, keywords,
- Something to keep coming back for - tools, blog, news

Other online Marketing

- Email marketing promotions
- Forum participation

Newsletter

- Keep in contact
- Share your market knowledge
- Show your expertise
- Not a sales pitch
- Online or Offline print – how your target market prefer

Leaflet drop

- Know your target market, save your feet!
- What's your offer
- What is the reason to contact you
- Likely you will meet people during the activity, So be happy!

In Summary

If you know what you really want and how to make it easier to obtain, then marketing to win new clients is like a tap.

Turn it on when you need it or leave it flowing

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