

# Next-Level Marketing Guide

You've learned the very basic ways to market your firm, but you're ready to kick things up a notch. In this guide, you'll discover how to keep a regular rhythm in writing and publishing content, along with some simple ways to measure its effectiveness.



## WEEK 1

# Become a go-to knowledge base.

At least twice a month, try to publish a new blog post. Use this week to map out or outline what you'd like to write about for the next month (or quarter!).

Here are some blog sites we recommend to get your creativity flowing:

- [Firm of the Future](#)
- [Tax Pro Center](#)
- [QuickBooks Resource Center](#)
- [QBO Blog](#)



Tip: Include at least one image with each blog post to enhance engagement.



Unsplash



Pixabay



AllTheFreeStock



Pexels

Create your own branded visuals...easier than Photoshop and free:

- [Visage](#)
- [Pixlr](#)

## WEEK 2

# Share helpful tools, product recommendations, and resources.

On days when you're not publishing a blog post, share [one piece of content](#) on your Facebook, Twitter, and/or LinkedIn that you think your audience will find helpful. Use this week to research the content you'll share in the coming weeks. Post a how-to video showing how to execute a tricky task, step-by-step.

Examples:

- [Employee Cost Calculator](#)
- [The W-2 Demystified](#)
- [How to Set Up Payroll For the First Time](#)



## WEEK 3

# Measure what you're doing.

How do you get better at marketing? By paying attention to what does and doesn't work. Don't be afraid to **test, measure, and tweak your content based on how it's received**. To start tracking your content's performance, here are a few helpful tips:



For each post, **start a spreadsheet** with the number of views, comments, likes, and shares. Check in on them after 1 week, 3 weeks, and 5 weeks to see how they performed. [Google Sheets](#) is a good, online option.



If you have a Facebook or LinkedIn Company page, you can get a **high-level look at your analytics for free**.



[Hootsuite](#) offers free and premium plans to **track multiple social media platforms' analytics** for you. The site also has a feature that enables you to set scheduled times to publish content across your profiles.

## WEEK 4

# Look toward the future.

Start exploring other types of content formats that you think could captivate and engage your audience. Save specific examples that you like in a bookmarks folder in your browser, or collect links to examples in a tool, like [Pocket](#), with descriptions in a document to refer back to.

Things to keep your eye on:

- [E-books](#) or white papers
- Email newsletters
- Events
- Facebook Live videos
- Quotes/quick tips
- Slide decks
- YouTube vlogs



**WEEK 5 AND BEYOND:**

# Keep this process on repeat.

Once you're in a comfortable place, it's time to try something new. Revisit the basics with the Smart Start guide or take it even further with the Amplify Your Efforts guide.

|      | S        | M | T        | W        | T        | F        | S        |
|------|----------|---|----------|----------|----------|----------|----------|
| 7am  |          |   | LinkedIn | LinkedIn | LinkedIn |          |          |
| 8am  |          |   |          |          |          |          |          |
| 9am  |          |   |          |          |          |          |          |
| 10am |          |   | LinkedIn |          |          |          |          |
| 11am |          |   |          |          |          |          |          |
| 12pm | Facebook |   | LI / Tw  | LI / Tw  | LI / Tw  | Twitter  | Facebook |
| 1pm  |          |   | Twitter  | Twitter  | Fb / Tw  | Fb / Tw  |          |
| 2pm  |          |   | Twitter  | Twitter  | Fb / Tw  | Fb / Tw  |          |
| 3pm  |          |   |          | Facebook | Facebook | Facebook |          |
| 4pm  |          |   |          |          |          |          |          |
| 5pm  |          |   | LinkedIn | LI / Tw  | LinkedIn |          |          |
| 6pm  |          |   |          |          |          |          |          |

\*Timing completely depends on your audience's demographics and psychographics, the platform you're posting to, and your goals. Learn more in [this helpful article](#) from LinkedIn and Hubspot.

**Facebook**

12-1 p.m., Saturdays and Sundays  
 3-4 p.m., Wednesdays  
 1-4 p.m., Thursdays and Fridays

**LinkedIn**

7:30-8:30 a.m., 12 p.m., and 5-6 p.m.;  
 Tuesdays, Wednesdays, and Thursdays  
 10-11 a.m., Tuesdays

**Twitter**

12-3 p.m., Mondays-Fridays;  
 5-6 p.m., Wednesdays

Marketing doesn't have to be a source of stress for you to reap great benefits. Start small, and work your way to finding the perfect marketing mix for your firm. Stay connected with [Firm of the Future](#) for insights, tips, and examples to keep your firm forward-focused.

Think this could be helpful content for a friend or your network? Share this plan!

