

Amplify Your Efforts Marketing Guide

You've got your own secret sauce to marketing, and you use it well. But there's always opportunity to expand your audience and keep them coming back for more. From executing out-of-the-box ideas to boosting your reach, here are some things to try out.

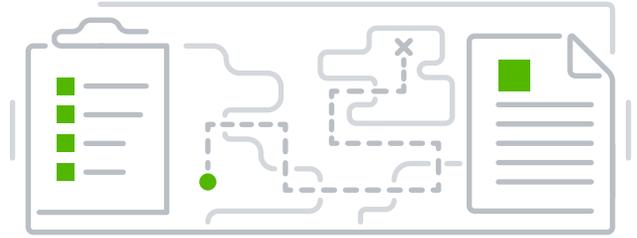


WEEK 1

Seek uncharted territory.

Create content outside your usual activities or comfort zone. If your blog is strong, and your firm's social accounts are looking healthy, perhaps it's time to try something new. Check out other creative, eye-catching content types for opportunities to apply their strengths to your own [marketing endeavors](#). **Start putting together action plans** for creating applicable content for any of the following:

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



Not sure where to start? An e-book expanding on the overall theme of a blog post or a set of blog posts is a great way to look for opportunities to repurpose older content to look shiny and new again. Whatever you choose, **use this week to map out your game plan** for a future deadline.

A couple high-level ideas:

- Send email newsletters featuring pieces of past blog posts.
- Audit and update past content with newer, supporting statistics from research studies or news articles. Refresh, re-promote, and reap the benefits all over again.

WEEK 2

Target your efforts.

Your content on your blog and on social media could reach so much further with a little **paid spend**. Learn more:



Twitter



Facebook



LinkedIn



Google Ads

Create your own banner ads for free using one of these easy tools:

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



Brush up on the basics of SEO (search engine optimization) to help **boost your search rankings**, making your content appear sooner on sites like Google or Bing.

[Moz Beginners Guide to SEO](#)

WEEK 3

Become influential.

Reach out to key influencers in the profession, as well as some of your software vendors and providers, to ask if you can write a guest blog or if they'll do an interview for your blog.

Why it works: Influencers thrive on having links back to their websites, and they'll share practically anything with their name on it. Associating your name/your firm's name with them is your ticket to getting noticed.

How to reach them:

- Look for an email address on their website.
- Connect and reach out via social media.

Pitch blog posts for various accounting and trade publications and websites, such as:

- Intuit: [Firm of the Future](#), [Intuit ProConnect™ Tax Pro Center](#) and the [QBO Blog](#). Contact the [editor](#) for details
- Trade: [Accounting Today](#), [AccountingWEB](#), [CPA Practice Advisor](#), [Journal of Accountancy](#)
- Professional Associations with publications and/or blogs: State CPA societies, NSA chapters, local and state bookkeeping associations, and other niche professional groups



Speak before groups that may be good referral sources.

Take the content you've created, and use it as a source for speaking before various local, regional, or national audiences. **Remember: Referral sources, prospects and current clients are hungry for your advice. You can provide a great deal of thought leadership through public speaking.**

- Your local [Toastmaster](#) chapters are a great place to get started.
- Research potential speaking gigs, and start off locally with Rotary and Lion's groups, for example. Chambers of Commerce are also a good choice.

WEEK 4

Interact more.

Foster an ongoing audience community to inspire brand evangelists and promote loyalty. Some ways you can get started:



Post regularly and reply back to comments on your social media channels.



Create interactive content:

- Polls (Facebook polls)
- Surveys or quizzes (try [Google forms](#), [Online Quiz Creator](#), or [Survey Monkey](#))



Host contests.



Host a webinar.

WEEK 5 AND BEYOND:

Keep this process on repeat.

Once you're in a comfortable place, it's time to try something new. Click here to download the Next-Level Marketing Guide (intermediate).

	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!

