

J Leif Jensen and Associates

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Solutions Based Consulting & Certified Public Accounting Firm



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Marketing Plans

Clients are always a bit surprised when I ask them about their marketing plan and their client and product pipeline. This is usually because they have neglected this aspect of their business. They have been spending their time "in" their business and not "on" their business.

As a small business owner, I know that feeling well as I sit here typing this blog entry on a Saturday afternoon in my office. Finding the time to work "on" the business is easily procrastinated, especially if you are busy daily "in" the business.

I outlined my marketing plan in November and December, at the moment; I still have not run it past any of my BOA or staff. It is currently classified as a state secret, to be seen by none. I actually just haven't had the time to schedule the meetings with the BOA members who will be seeing the updated report for their review before for implementation.

I have my plan broken into passive marketing and active marketing at the moment. The passive includes the blog, the newsletters, case studies and the RSS feed that sends them to LinkedIn, Twitter, Facebook and Google +. I also have in the plan to get a couple of articles published; I neglected this aspect in 2018 and should not in 2019.

Under active I have measurables for the amount of networking meetings to attend along with the requirement that I come away with one positive interaction from each event. By positive, I mean someone possibly for the networking group I am developing, an actual potential client or a possible center of influence to drive clients to me. One BOA member wants me to restart doing presentations again.

What do you have on your "marketing plan"?





Social Media Presence

How important is social media to a small business? With the proliferation of businesses that are calling and e-mailing me looking to take over the management of this function, makes it seem critical to a small business.

My firm does have what some consider a strong Social media presence, personally I don't know if that is true or not. Most of our growth comes from referrals; the second source is from our website. None have come directly from social media in the broad sense.

I have had inquiries, phone conversations and meeting with people who connected to me from LinkedIn, but I no direct client comes to mind as coming from LinkedIn. I have received none from Twitter, Facebook or Google+.

On LinkedIn I have roughly 1,500 contacts, Twitter I have 22,000 followers, I think I have 3 followers on Facebook and I have no idea about Google+.

But I utilize those websites for further exposure from blog and newsletters. So the trail may not be clear. Social Media may be driving those clients to my website and so when we ask how they found us, they answer the website, but the first touch may have been a social media source.

So we preserve forward. I have it to ask my BOA should I draw up my Twitter followers back up to 25,000. I don't know it would help, but I know it would not hurt my business.

I also have plans to increase my LinkedIn contacts in 2019. I have neglected LinkedIn in 2018 for the most part; I do know some who utilize LinkedIn full time to grow their businesses. But they are consultants/trainers selling a process. As a CPA and consulting firm we are selling is a relationship and not a specific product.

How does social media assist your business in growth?

Measurables (KPI)



What are your businesses Key Performance Indicators (KPI)?

What do you use to measure your business?

Financial KPI is a measurable value that indicates how well a company is doing regarding generating revenue and profits. Monitoring KPI's comparisons shows whether a business is achieving its long-term goals, as well as growing or shrinking.

Regardless of the size, age, and industry, each and every business should be conscious of their financial performance. While accountants deal with all the expenses, income and budgets, the company's leadership also needs to be informed about important financial measures.

What do you measure?

- Operating Cash Flow
- Current Ratio
- Quick Ratio
- Burn Rate
- Net Profit Margin
- Gross Profit Margin
- Working Capital

There are many other KPI's and while some may be critical in assisting you run your business, other may be good tools to help you understand your business at a higher level.

For help in understanding your KPI's better give us a call.

Idiom of the Month: Pulling someone's leg

Meaning: teasing someone, usually by lying in a joking manner.

Origin: Although pulling someone's leg is all in good fun nowadays, [it originally described](#) the way in which thieves tripped their victims to rob them.



Featured Client: B&H Systems

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