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J Leif Jensen and Associates



Solutions Based Consulting &
Certified Public Accounting Firm

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Marketing Plan

Here are some highlights of starting the year out right for marketing. Use these as some guidelines to create your Marketing Plan.

- Target your ideal client – create a profile of the client
- Marketing goals – select marketing tactics
- Digital presence – determine how to improve your digital presence
- Events – use events to market your practice
- Networking and referrals – use networking to build your practice

These were and are things that I do regularly. I have select members of my Board of Advisors review my marketing materials regularly. The one who helps with my newsletter is very critical about my writing and has had me rewrite blog postings and makes recommendations on newsletter topics.

The presentation did go over disturbs or pain points for prospects. As well as a marketing timeline, and emphasized the consistency of the brand across all entry points.

It probably was a good education for someone starting off, or has never started their process. But for me it would not have been the best use of the time.



Marketing and Advertising



Who would have thought your accountant would be a good person to bounce your marketing and advertising ideas off of. Or would your accountant be able to suggest marketing tactics that you should be implementing.... If your accountant isn't doing this for you, you might want to re-think that relationship.

Marketing can be done even by those who are not equipped to do it. I am proof of that. We help our clients in every way they wish us to assist them.

I have worked with clients as we analyze the numbers and see sales erosion and creeping fixed expenses putting pressure on their margins and bottom lines. I then ask them what are they doing to bring in new clients, beyond word of mouth. Only to find out that is the totality of their plans. So I inform them that they need to conceive, develop and start working on their marketing plan. I have helped clients claim their Google home page; we have reviewed and analyzed their websites and those of their competitors. Made suggestions on how to start and run their social media. I have even told a couple that they needed new logos and pointed them in the direction of starting to rebrand.

I have worked to develop measurable for trade shows for different personnel of the company.

It always seems strange that the CPA is assisting with the marketing and advertising of a client, but I have been on this long and bumpy road for a while. Because of that I have seen the pitfalls and roadblocks and have ways around them. When I started out, somebody had listed me as an insurance agent and that took years to fix everywhere. I still get calls and mail for a Hank Lee, I have no idea who came up with that name.

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Customer Service

Customer service is advertising. We are able to jump in and help clients with issues they can't handle on their own. If we don't know how, we will learn. Going above and beyond will not only earn you more clients, it will secure your existing ones.



We recently picked up some work from a new client. They needed some assistance with their Chicago Use Taxes.

When questioned why they sought us out, we were informed that their CPA was not interested in assisting them with the issue. They had been unwilling to assist for quite a while apparently. The client was several years behind in filing their Use Taxes. Their CPA was also unwilling to come to their office to assist, they were apparently too far away to be bothered.

So we jumped in, and learned the ins and outs and inner workings of the clients systems and the Chicago Department of Revenue (CDR) and their Use Tax. We have the client caught up and they were able to work a deal with the CDR for an abatement of the penalties and most of the interest.

Now we have the client on a quarterly retainer and are keeping them current on their Use Tax. We are also hoping that we will get their other tax work. The accounting is off the table, the wife handles that from home. While the husband runs the business from his office.

We are here to serve our clients in whatever way we can assist. We believe that customer service is advertising.

Idiom of the Month

Bite the bullet

Meaning: to perform a painful task or endure an unpleasant situation

Origin: In the 1800s, patients would literally bite on a bullet to cope with the pain of having surgery before anesthesia was common.

Idiom

OF THE MONTH

Featured Client:



Klick It Marketing

Klick It Marketing is an extension of your marketing department. They focus on Email Marketing through Constant Contact and Social Media

Support, Training and Management.

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