



Remote Professionals

Marketing Strategy

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Agenda



Growth Areas

Marketing Tactics

Message & Positioning

Channels & Methods

Analytics

Competitors

Plan

Requirements

Growth Areas

Growth Breakdown



Accounting Firms

Primary (Existing)









Non-accounting firms

Secondary (New)

UK, Ireland, United States & Canada)



Value Proposition

Develop specialised services or niches within our offerings, to differentiate remote professionals and attract clients with specific needs.

-  **Virtual CFO Services**
Tailored to small and medium-sized accounting firms. By outsourcing CFO functions, accounting firms can access high-level financial expertise without the cost of hiring a full-time CFO.
-  **Accounting Migration & Optimisation**
Specialise in helping accounting firms migrate their clients' accounting systems to other platforms such as QuickBooks Online, Xero, or Sage.
-  **Compliance Assurance**
Focus on providing cybersecurity and compliance assurance services to accounting firms to help them safeguard sensitive financial data and comply with industry regulations,
-  **Remote Audit Support**
Offer remote audit support services to accounting firms, assisting them in conducting efficient and high-quality audits for their clients.
-  **Outsourced Tax Advisory and Planning**
Providing outsourced tax advisory and planning services to accounting firms, helping them navigate complex tax laws, optimise tax strategies, and minimise tax liabilities for their clients.
-  **Data Analytics & Business Intelligence**
Focus on leveraging data analytics and business intelligence tools to help accounting firms extract valuable insights from financial data and drive better business decisions.

Our Services

An accounting resource partner to Local Accounting Firms. Our large team of chartered accountants have a wealth of experience in different industries

-  **Audit**
-  **Management Accounts**
-  **VAT Returns**
-  **Year End Procedures**
-  **Bookkeeping**
-  **Data Entry**

Industry-Specific Solutions

Tailoring industry-specific solutions can significantly enhance the value proposition, making services more relevant and impactful to clients.

 **Healthcare Industry**

 **Manufacturing Industry**

 **Real Estate Industry**

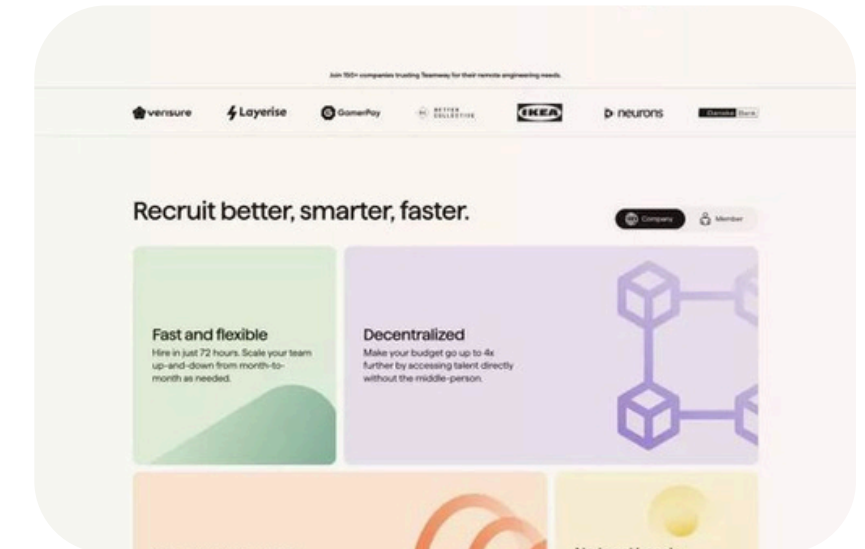
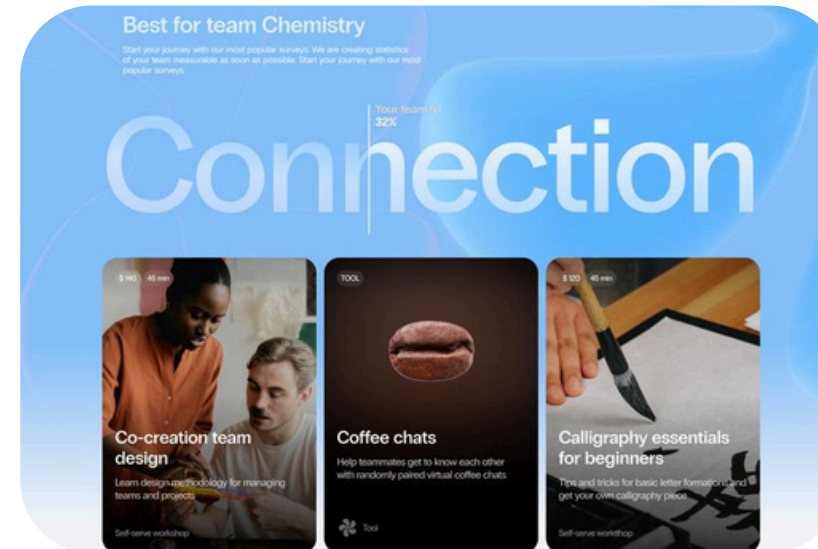
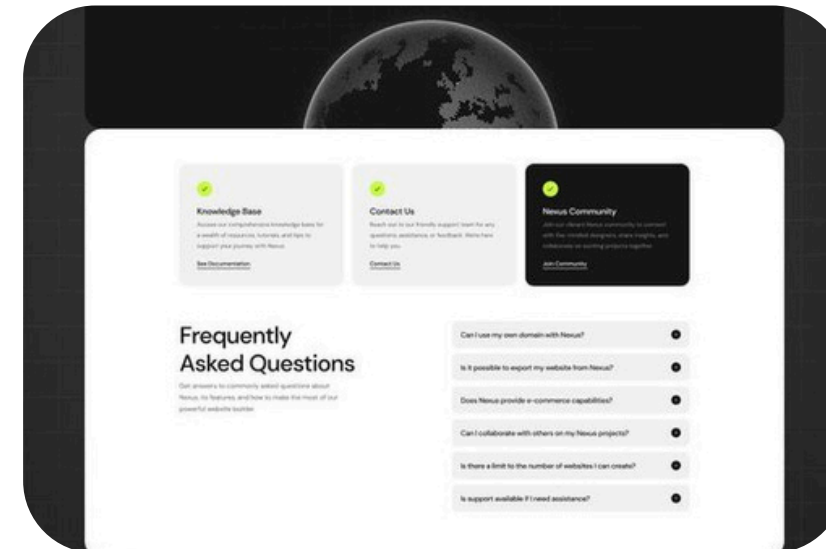
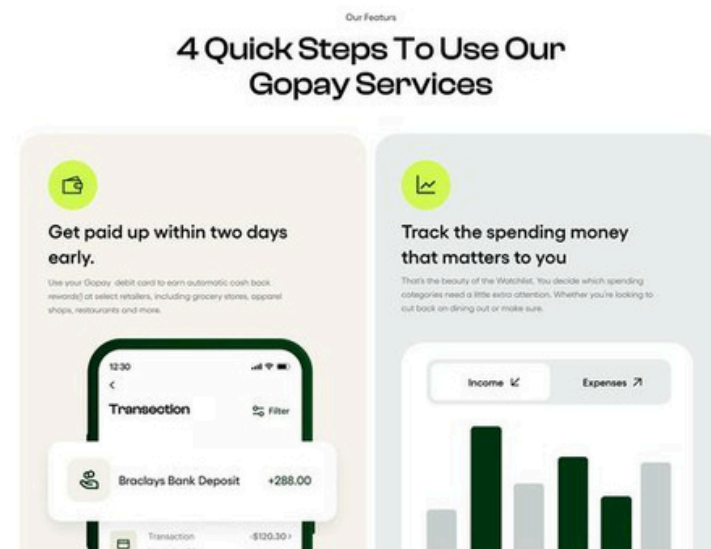
 **Retail Industry**

 **Technology Industry**

 **Professional Services Industry**

Website

Designing a website that effectively communicates Remote Professionals' industry expertise, and is easy to navigate.



Key Points:

Layout and design
Navigation & responsiveness
Customer journey

Information:

Services & offerings
Resources and help centre
Trust and credibility

Marketing Tactics

Storytelling

Share stories about the team, company culture, and client successes to create a personal connection with potential clients.

Share success stories through video testimonials to build trust and credibility.

Highlight detailed case studies on the website and social media to showcase problem-solving capabilities and results.



Creative Branding

Creating a strong brand identity is crucial for Remote Professionals to differentiate itself in the market and attract new client



Strategic Partnerships

Form alliances with accounting software providers, financial consultants, and other relevant service providers to offer bundled services and gain mutual referrals.



Thought Leadership

Position us as an industry thought leader by contributing articles to industry publications and speaking at conferences and seminars.



Technology Adoption

Leverage software and tools to improve service efficiency and accuracy, and highlight this technological edge in your marketing.



Educational Content

Create educational content such as how-to guides, FAQs, and video tutorials that help potential clients understand complex financial tasks and how we can help.



Holiday Campaigns

Launch seasonal marketing campaigns tied to key dates like tax season or year-end deadlines. Offer special promotions or discounts on select services to incentivise new clients to engage with your firm.



Interactive Tools

Develop interactive tools or calculators, such as a tax savings estimator or a cash flow forecasting tool, and offer them for free on your website. Require users to provide their email addresses to access the tools.



Case Study Showcase

Develop detailed case studies highlighting successful client engagements, including challenges faced, solutions provided, and measurable results achieved. Share these case studies on your website and in email newsletters.



Email Automation Campaigns

Set up email automation campaigns to nurture leads and educate prospects about your services. Tailor content based on the recipient's stage in the customer journey, focusing on relevant topics like tax planning or compliance.



Customised Demos

Provide customised demos of your services tailored to the specific needs and pain points of accounting firms, showcasing how you can address their challenges effectively.



Online Chat Support

Provide instant assistance to visitors through live chat support.



Client Portal

Secure login area for clients to access documents, reports, and invoices.



Message & Positioning

Key Messaging

Expertise and Reliability

Trusted experts in accounting and bookkeeping, ensuring your financial accuracy and compliance.

Efficiency and Accuracy

Streamlining your accounting processes with precision and efficiency.

Client-Centric Approach

Tailored solutions designed to meet the unique needs of your business.

Positioning

Value Proposition:

Emphasise efficiency, expertise, and the ability to handle various financial tasks.

Trust and Credibility:

Use certifications, client testimonials, and industry partnerships to build trust.

Differentiation:

A trusted partner offering remote tailored solutions with a high level of customer service and industry expertise.

Industry-Specific Messaging:

Tailor messages to different industries and regions, addressing their specific pain points.

Channels & Methods

Channels

Digital Marketing platforms for engaging target markets

01

SEO

Improve visibility on search engines, focusing on keywords relevancy

02

PPC

Google Ads and Bing Ads to target specific keywords and demographics

03

Social Media

Leverage LinkedIn in particular, is crucial for B2B for content marketing and engagement

04

Content Marketing

Articles, whitepapers, and case studies demonstrating expertise and providing valuable insights

Email Marketing

Develop a targeted email campaign to nurture leads with personalised content, including newsletters and service updates.

Paid Ads

Digital and traditional paid advertising to target specific demographics and geographic locations.

Strategies

Traditional Marketing strategies for engaging target markets

01

Events

Host and participate in webinars and virtual events relevant to the accounting and finance industry.

02

Associations

Join and collaborate with industry-specific associations in the UK, Ireland, the US, and Canada to enhance credibility and visibility.

03

Direct Outreach

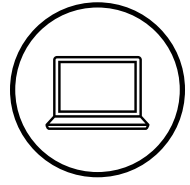
Craft personalised proposals to potential clients, highlighting the benefits and efficiency of your services.

04

Referral Programs

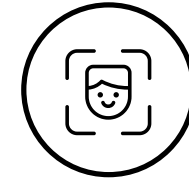
Create a referral program incentivising existing clients and partners to promote us.

Analytics



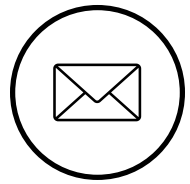
Website Analytics

Monitor website traffic, user behavior, and conversion rates using Google Analytics. Track keyword rankings and organic traffic growth.



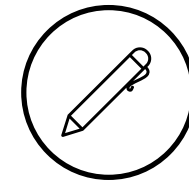
Campaign Performance

Use platform-specific analytics to measure ad performance, click-through rates, and conversions. Track open rates, click rates, and conversion rates for email campaigns.



Lead Tracking

Use a CRM system to track leads, conversion rates, and sales cycles to refine targeting and messaging. Analyse data to identify trends, successful tactics, and areas needing improvement.



Feedback Mechanisms

Regularly survey clients to gather feedback on services and marketing effectiveness. Conduct A/B tests on marketing materials and campaigns to determine the most effective approaches.

Competitors

Research

Identify Key Competitors:

Research firms offering similar services in the UK, Ireland, the US, and Canada. Focus on both local and larger outsourcing firms.

Analyse Offerings:

Evaluate the range of services, pricing models, and market positioning of competitors. Identify their strengths, weaknesses, and unique selling points

Benchmarking:

Benchmark your services against competitors to identify areas for improvement and opportunities to differentiate your offerings.

Plan

Implementation Plan

Months 1 - 3

Initial Phase

- Audit Current Marketing Efforts: Review existing marketing materials, website, and campaigns.
- Optimize the website and set up analytics tools.
- Develop a content marketing calendar and start publishing regularly.
- Launch initial PPC campaigns and establish a social media presence.
- Begin segmented email marketing campaigns targeting specific industries and regions

Months 4 - 6

Growth Phase

- Expand email marketing campaigns and cold outreach efforts.
- Social Media Engagement: Increase activity on LinkedIn with regular posts and engagement.
- Begin reaching out to potential industry partners and collaborators.
- Engage in partnerships and attend virtual industry events to increase visibility.

Months 7 - 9

Expansion Phase

- Evaluate and refine marketing strategies based on analytics.
- Increase investment in high-performing channels.
- Begin targeted outreach in new geographic markets (US & Canada).

Continuously monitor performance, adapt strategies, and explore new marketing opportunities. Regularly update content and engage with potential clients through various channels.

Requirements

Additional Support Requirements

CRM and Marketing Automation

Support for integrating and managing CRM and marketing automation tools to streamline lead tracking and campaign management.

Marketing Coordinator

Assistance with creating visually appealing marketing materials, including infographics, banners, and social media management.

Marketing Budget

Allocate funds strategically, focusing on channels and activities that offer the highest potential for reaching and engaging the target audience and achieving the desired growth goals.

Information Compilation

Require expertise support for content generation and information review.

Thank you.