COMMON SENSE DIGITAL MARKETING STRATEGIES

FOR ACCOUNTING SOFTWARE CONSULTANTS

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HOW I CAN HELP YOU

I help accounting software consultants

get more businesses

by promoting their services online.

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OVERVIEW

- What your website likely is, and what it should strive to be

- Introducing the Consultant's Website Hierarchy of Needs

- Going Further: Start Building Your List

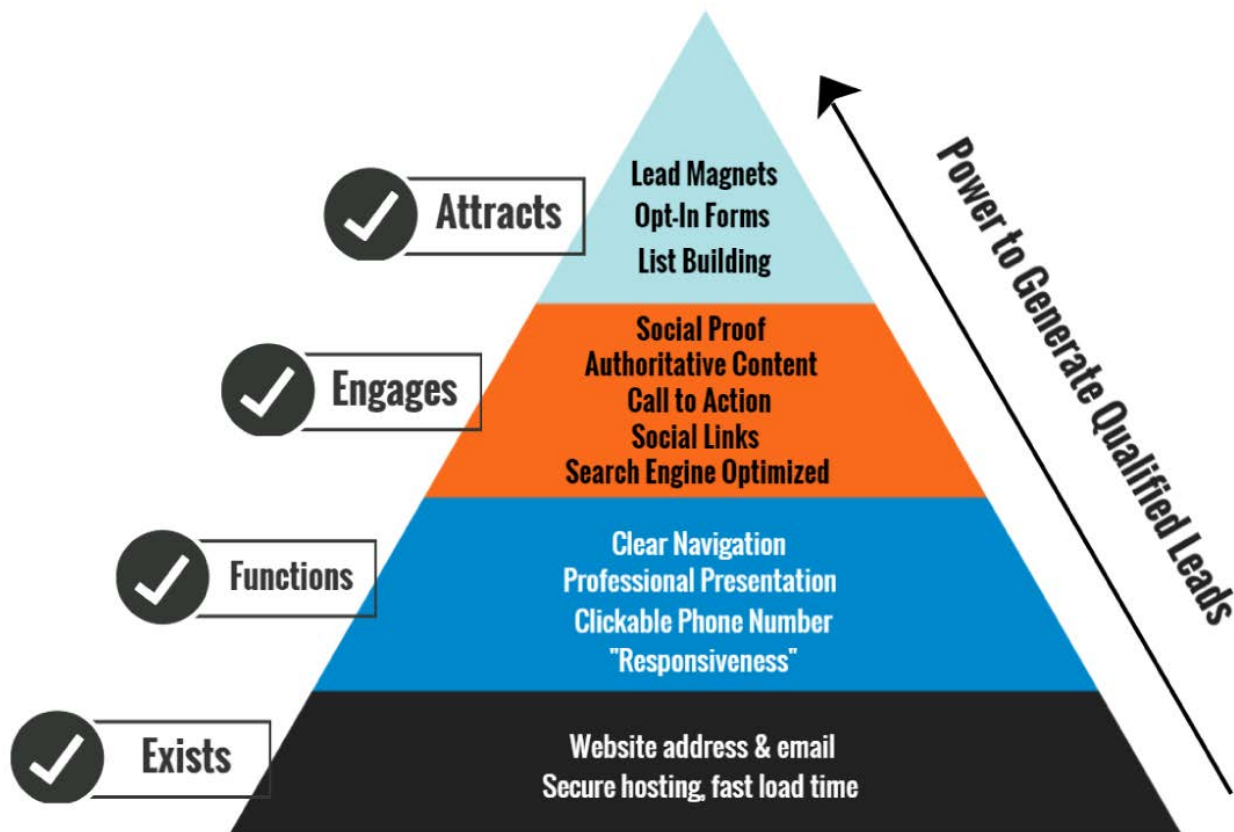- Email: The Original Social Network

- Q&A

WHAT YOUR WEBSITE PROBABLY IS

- An online brochure, or "brochureware"

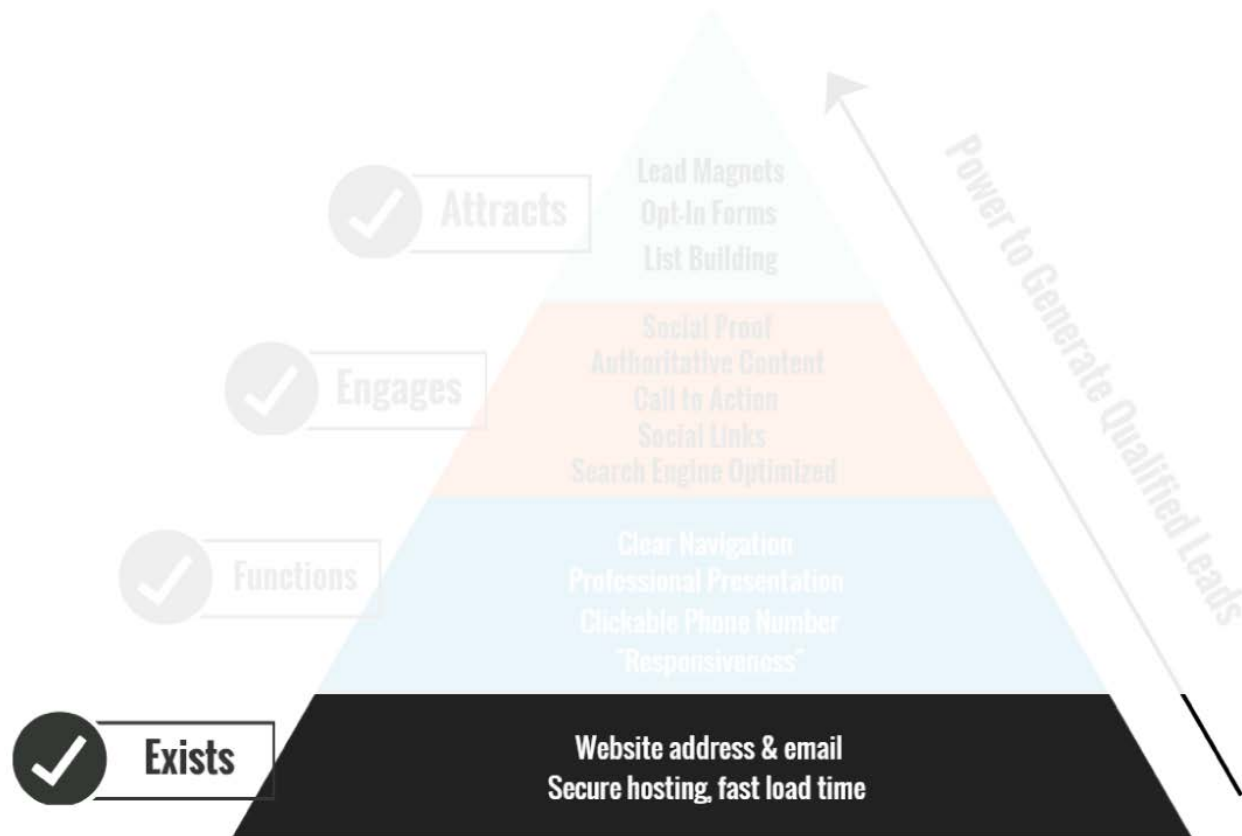- A credibility booster

- A portal to your online support

WHAT YOUR WEBSITE SHOULD BE DOING

- Actively generating leads

- Qualifying those leads

- Being Your 24/7 Salesperson

- Providing a foundation for other digital marketing activities

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Consultant's Website Hierarchy Of Needs

- ✓ **Attracts** — Lead Magnets, Opt-In Forms, List Building
- ✓ **Engages** — Social Proof, Authoritative Content, Call to Action, Social Links, Search Engine Optimized
- ✓ **Functions** — Clear Navigation, Professional Presentation, Clickable Phone Number, "Responsiveness"
- ✓ **Exists** — Website address & email, Secure hosting, fast load time

Power to Generate Qualified Leads

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Consultant's Website Hierarchy Of Needs

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YOUR WEBSITE'S BASIC NEEDS

- Website address

- Email address

- Secure Host

- Fast Load Time
  Pingdom Speed Test http://tools.pingdom.com/fpt/
  Two seconds or less, or you will lose visitors
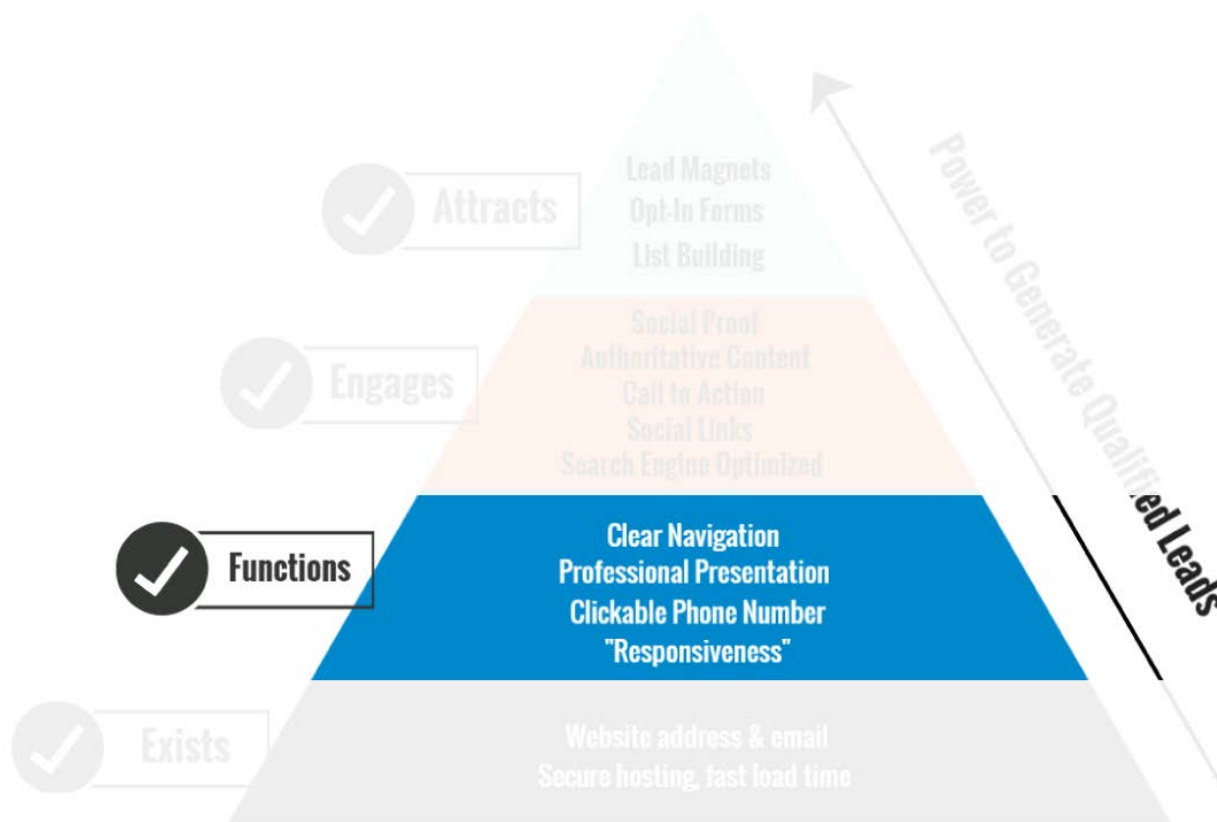
CLEAR NAVIGATION, PROFESSIONAL PRESENTATION

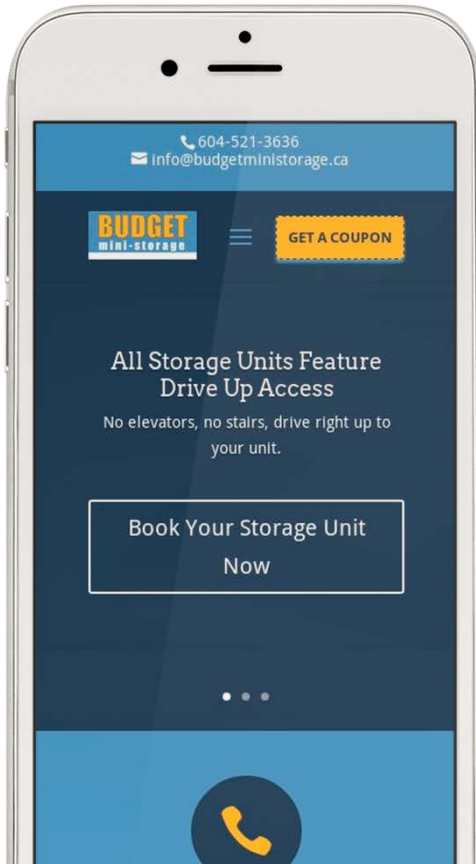# CLEAR NAVIGATION, PROFESSIONAL PRESENTATION

IS YOUR WEBSITE OUT-DATED?

- It doesn't work on a mobile phone

- It contains Flash elements

- It contains outdated and/or grainy images

- It has outdated manufacturer's logos on it

- It has a blog and/or events calendar that hasn't been updated since 2013

- It just looks "old" (websites are like fashion trends... you can tell when they've been around for a decade)
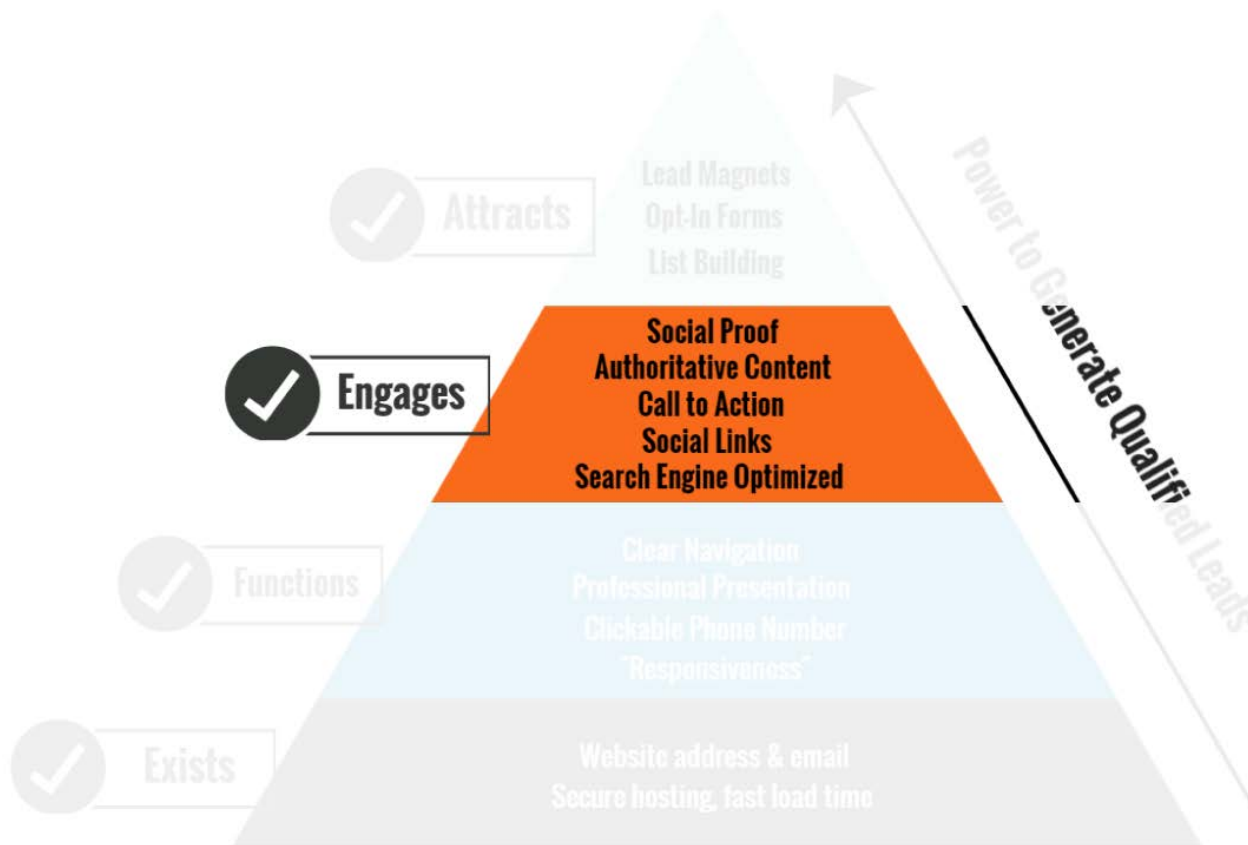

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MOBILE DEVICE OPTIMIZATION

Consultant's Website Hierarchy Of Needs

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WHAT IS SOCIAL PROOF?

- "The psychological phenomenon where people assume the actions of others reflect the correct behaviour for a given situation."

- AKA "Informational Social Influence"

USING SOCIAL PROOF ON YOUR WEBSITE

Testimonials

- Include Name & Business

- Include Professional Photo

Case Studies

- Engages your audience through story telling

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INCLUDE PHOTOS WITH QUOTES

"Annemarie made the whole web design process, from design to implementation, very easy and clear. We had stated objectives, and she made them happen. Within a week of going live we were already reaping the benefits of the improved look, feel, and functionality of our website."

Peter Barnaby
Abenaki Associates

"Rainmaker handles all our digital marketing. Most of our marketing is done online, and Annemarie gets us the results we need. Our search results on Google outrank our competition, and our website continually generates leads for us, to help keep our installers busy working year round."

Ron Wizinsky
University Sprinklers

"Annemarie did a superb job of building a solid website foundation for our mutual client. Her experience and clean coding shows through. Their site is sure to reap all of the benefits of natural on-site search engine optimization."

Frank Siano
eBridge Marketing

"Quality graphic design delivered on-time and within budget."

Andrew Bates
Softrak Systems

"Rainmaker was my top choice. I have worked with Annemarie in the past and knew that her expertise would deliver what I needed. My new logo fits me perfectly. I just love it. I also have a new website and my clients are telling me how professional it looks. I would highly recommend Annemarie for all of your marketing needs."

Carol Wojick
CW Consulting

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A CASE STUDY CASE STUDY
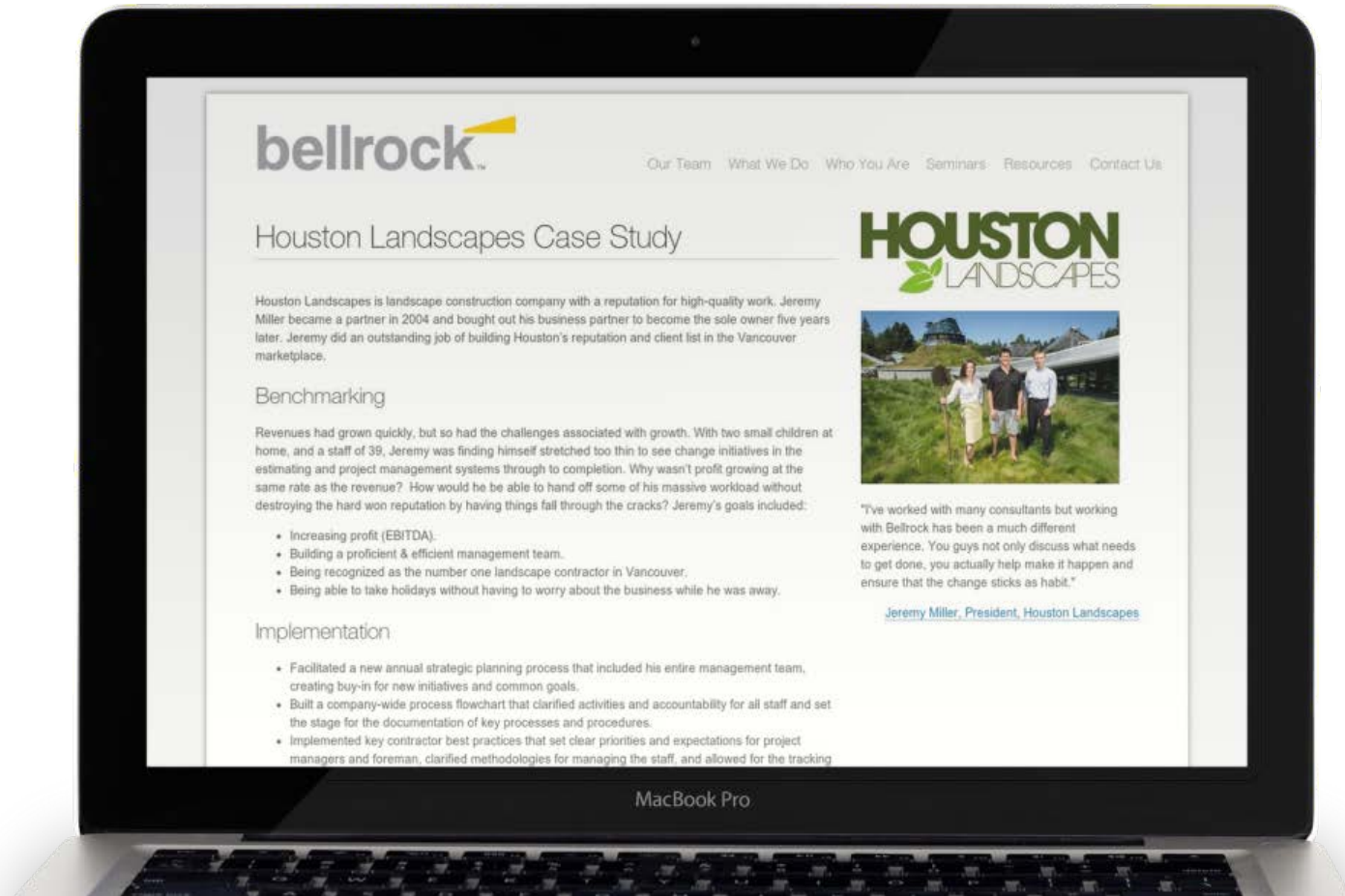
Accu-Comp Services

Visit Their Website   Next Project Synopsis

Project Synopsis

The Challenge

Dixie Sleeman runs Accu-Comp Services, an accounting consultancy, from a home office on a ranch in the foothills of the Rocky Mountains. It's a truly beautiful part of the world. You can check out the amazing view she enjoys from her office window here: Dixie's amazing view. The problem was that Dixie was wasting far too much time driving to client sites to solve problems that she could easily solve online via a remote support application, LogMeIn Rescue.

The Result

Accu-Comp's website features LogMeIn Rescue buttons throughout, so it is easy for clients to reach out for support, without the expectation of a personal visit. Dixie now spends less time behind the wheel, and more time growing her business and enjoying the view.

Scope

Responsive website design, logo design, copy writing

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CONTENT MARKETING

"Content Marketing means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers. The type of content you share is closely related to what you sell; in other words, you're educating people so that they know, like, and trust you enough to do business with you."

– CopyBlogger.com

copyblogger

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WHY PROVE YOUR AUTHORITY WITH CONTENT

Establishing yourself as an authority in your topic is a great way to build your business more quickly, because …

- It pulls prospects into your orbit, instead of forcing you to go hunt them down

- It engages prospects, rather than hitting them with hyped-up pitch after pitch

- It makes you the go-to resource when prospects need your type of product or service.

CONTENT MARKETING IS SHARING YOUR KNOWLEDGE TO ATTRACT CLIENTS

- Why does content marketing work so well for accounting software consultants?

- What are some different forms of content

- Where can you get all this content?

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CONTENT MARKETING FORMATS

- tips and tricks
- e-newsletters
- blogging
- ebooks
- eguides
- white papers
- case studies
- product reviews

- webcasts
- podcasts
- videos
- slide shows
- vendor comparisons
- detailed case studies
- promotion of other authorities' content

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HOW DO YOU ATTRACT POTENTIAL CUSTOMERS AND CLIENTS? ANSWER THEIR BURNING QUESTIONS.

Before you jump into writing your content, stop and think:

- What questions do my clients frequently ask?

- What common concerns come up in sales conversations?

- The most important thing is to produce content that:

  - Resonates with the reader
  - Builds trust
  - Answers a question or fills a knowledge gap
  - Solves a problem
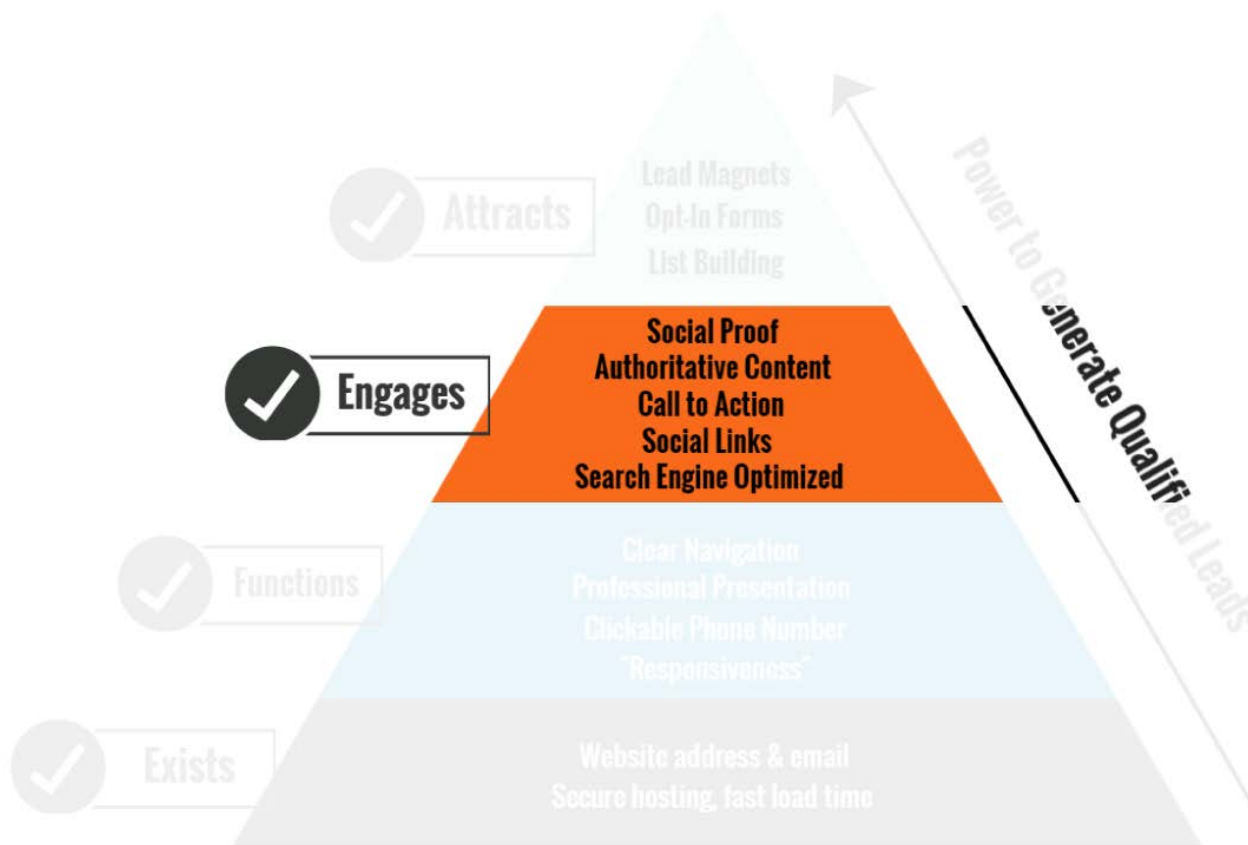
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YOUR LONG-TERM STRATEGY FOR ATTRACTING CLIENTS

- Content marketing is a long-term method for attracting clients. You create it, distribute it, and if it's good, people share and link to it. It can take a long time to gain traction and regular readers but, once that content is produced, it lives online for as long as you want it to.

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Power to Generate Qualified Leads

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CALL TO ACTION

- You cannot expect to generate a lead on your website if it doesn't contain at least one call to action

    - Get In Touch
    - Contact Me
    - Sign Up For
    - Download
    - Register

- Try to answer the question "I Want To…"

- Contrasting colour

- Top RH corner is the "sweet spot"

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Irrigation & Landscape Lighting Specialists

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Lead-generating, goal-driven websites for growing your accounting software consulting business

Accounting Software Consultants Start Here

Every business exists to solve a problem. Every website should, too.

Visitors want targeted solutions to their specific problems. When they get that,

they buy. Is your website doing its job?

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WHAT IS SEO?

"Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine, such as Google, Bing and Yahoo.
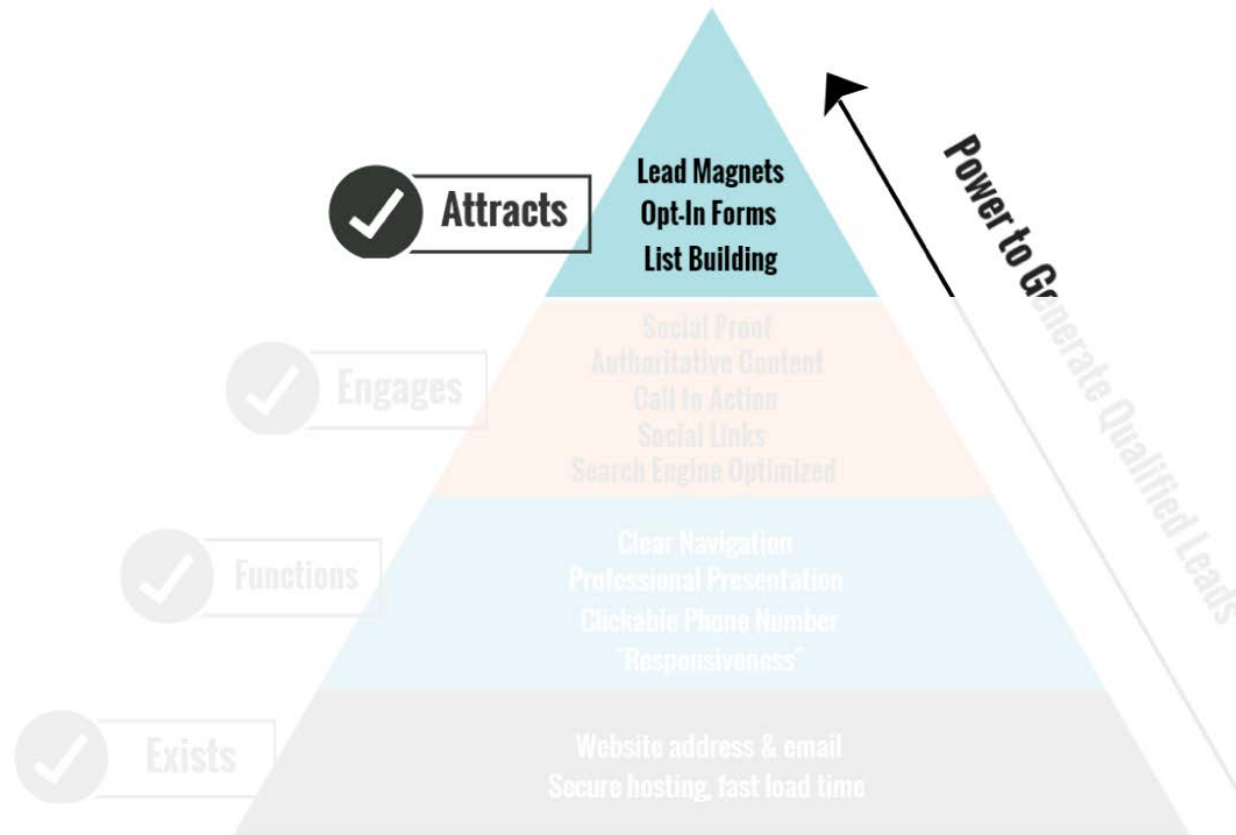
"SEM" = Search Engine Marketing

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SEARCH ENGINE OPTIMIZED =

- The rule-of-thumb with SEO is this: create good, sharable content that meets your reader's needs, and they'll find it and share it.

- Change your content relatively frequently

- Include social signals: social media posts linking to your page

  - LinkedIn first for B2B

- Hire an SEO expert if you aren't getting the results you want

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WHAT IS A LEAD MAGNET?

A Lead Magnet is a free incentive for joining your email list.

- Examples: a report in PDF format, a series of emails, an ebook or even a free half hour of consulting

**What makes a good lead magnet?**

- Massive Value

- A Format They Want

- A Very Specific Headline

VERY SPECIFIC HEADLINE EXAMPLES

- Five Day Email Course: Five management reports guaranteed to dramatically speed up your company's cash flow

- Free eGuide: Twelve key metrics for choosing the best ERP consultant for your industry

- Free eBook: Is outdated technology holding you back? Five profitable reasons to replace your aging business management systems

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E-GUIDES AS LEAD MAGNETS
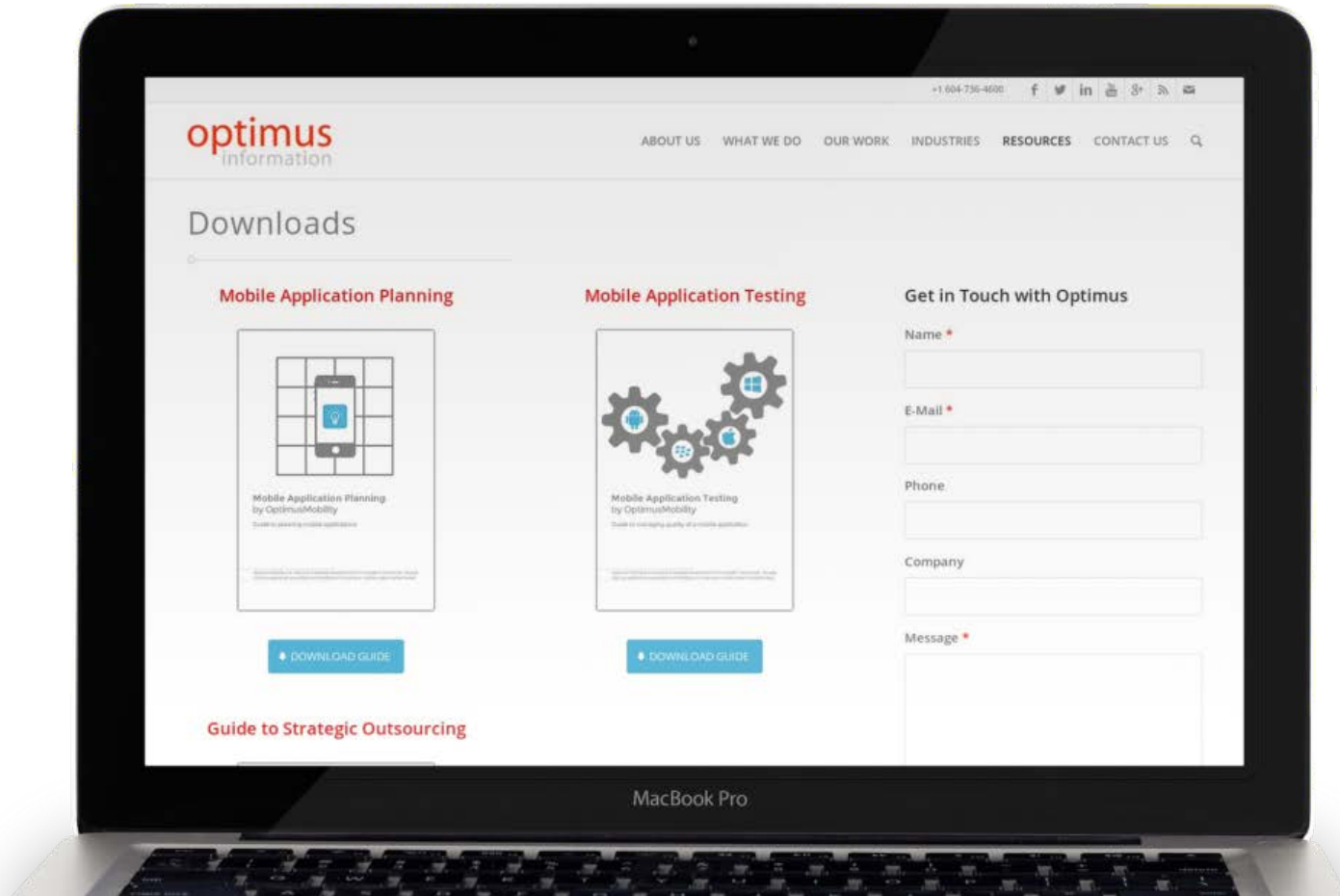
OPT-IN FORMS

Get my ridiculously actionable (and totally free) guide with 25 conversion rate optimization ideas you must know about to effectively optimize your Shopify store. Shave off hours of guesswork and start growing your revenue!

first name

email address

YES, SEND MY FREE GUIDE

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WHERE SHOULD WE SEND

THE FREE 2015 PERSUASION GUIDE

COPY HACKERS

GET THE PERSUASION GUIDE

GET THE FREE GUIDE NOW

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6 Crucial Elements Your Consulting Website Needs To Quadruple Your Lead Generating Capabilities

Get My Free 6 Day Email Crash Course. Learn one crucial, actionable element each day for 6 days, right from your inbox. Start finally generating leads from your website!

First Name

Last Name

Email

Start My Free Course Now

I hate spam, too. I will not share your email with anyone.

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FROM WEBSITE TO DIGITAL MARKETING MACHINE: BUILD A LIST

- There is no better way to build a responsive audience of clients or customers for your business, than with the classic workhorse of the Internet, your email list.

- Email marketing moves the conversation about your business to a more personal environment.

- Your list gives you self-identified, pre-qualified, receptive leads

- Means you don't waste your time on tire-kickers

- What is the strongest and oldest social network? The Inbox. Email is still alive and thriving, offering 20x the engagement of social media.

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AUTORESPONDERS:
THE LAZY MARKETER'S BEST FRIEND

- An autoresponder is just a sequence of email marketing messages that gets sent to subscribers in the order and frequency that you decide.

- The autoresponder's most important function is to take people who are curious about what you do and turn them into fans.

- That means an autoresponder needs your best content — the kind of content that makes readers glad every time they click through.

- It has to be damned useful.

- It has to solve problems your readers need to solve. It has to give them small, quick wins toward what they want to achieve. And if it can show you're a nice, relatable, trustworthy person — not just an expert but a likable expert — that's even better.

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SIGN UP FOR MINE TO LEARN MORE

6 Crucial Elements Your Consulting Website Needs To Quadruple Your Lead Generating Capabilities

Get My Free 6 Day Email Crash Course. Learn one crucial, actionable element each day for 6 days, right from your inbox. Start finally generating leads from your website!

First Name | Last Name | Email | **Start My Free Course Now**

I hate spam, too. I will not share your email with anyone.

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REVIEW

- What your website likely is, and what it should strive to be

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- Going Further: Start Building Your List

- Email: The Original Social Network

- Q&A

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