



# How Buyers Buy Accounting & Finance Services

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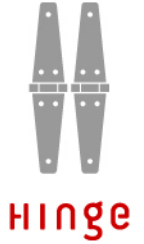
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**#**

# Today's Speaker



**Online Marketing for  
Professional Services**



**Spiraling Up:**

**in/leefrederiksen**

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# Agenda

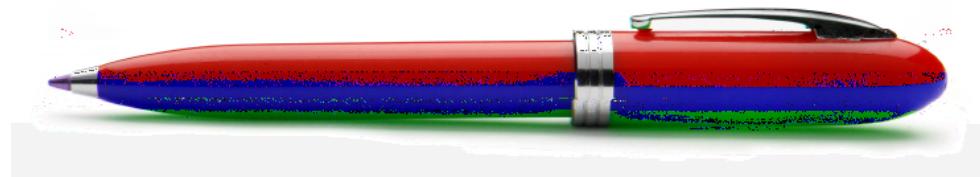
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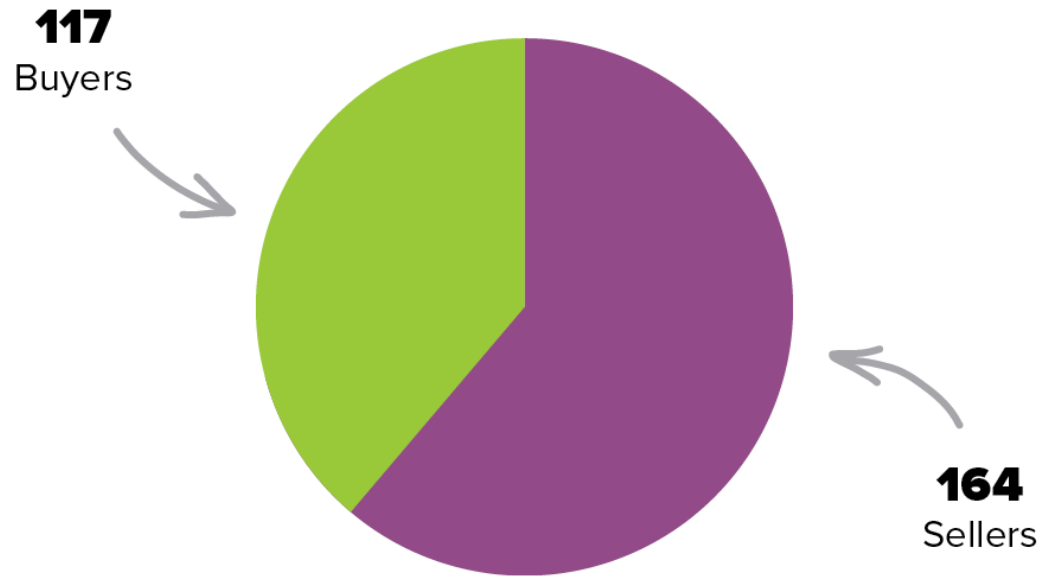


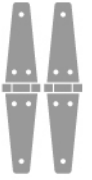
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## Industry Specific Reports



# Research Sample – Accounting





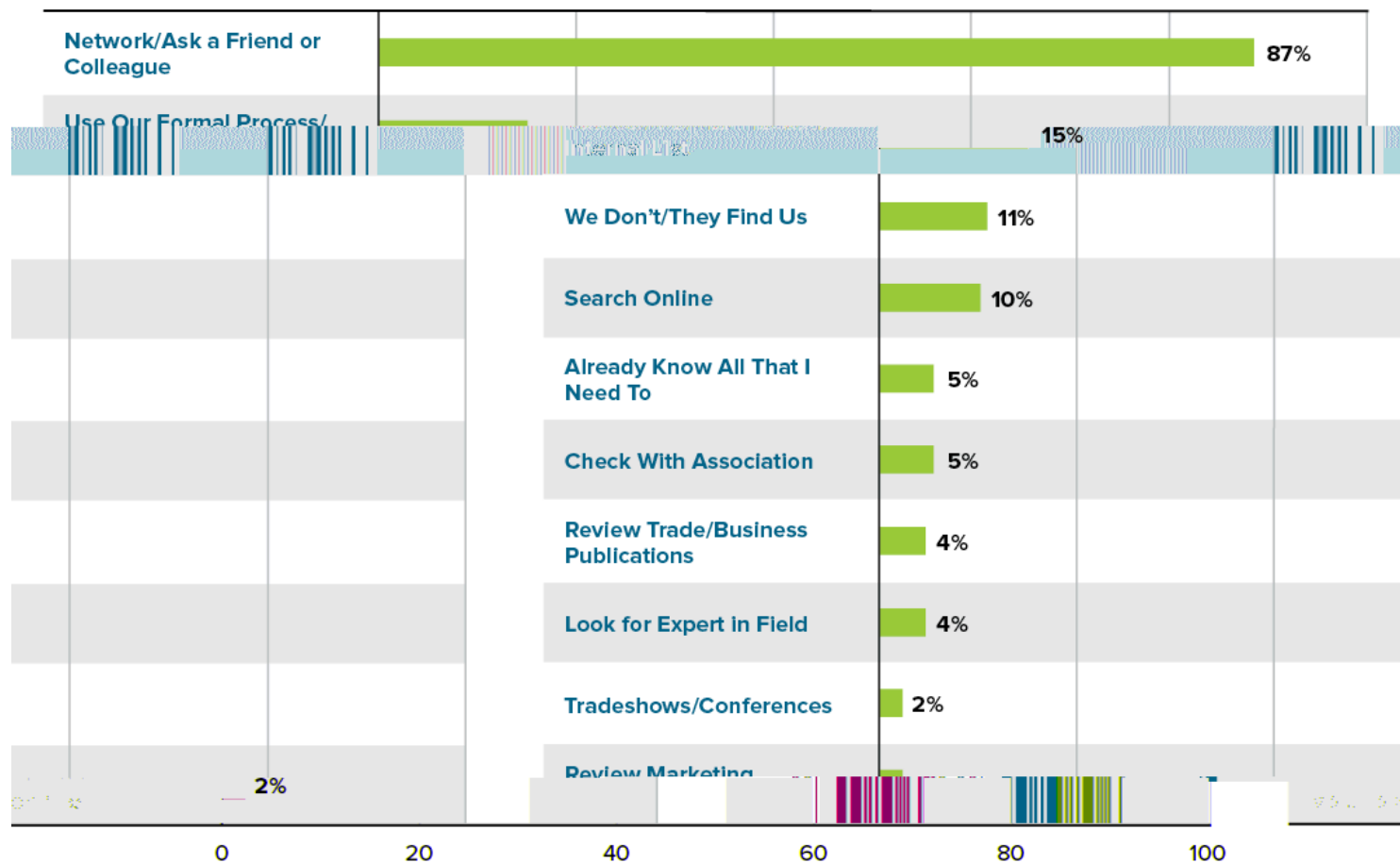
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# **FINDING A NEW FIRM**



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## Top 10 Ways Buyers Search

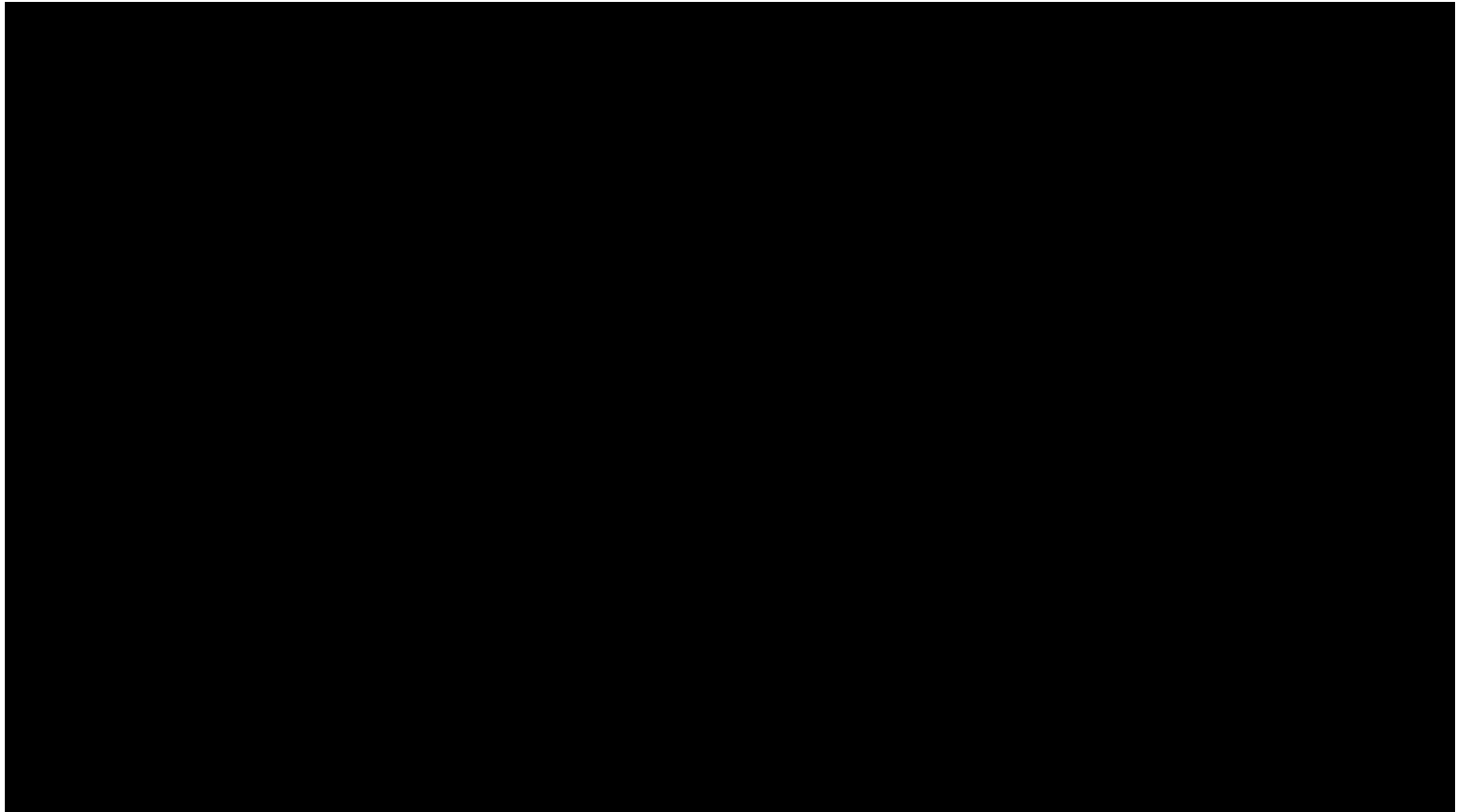






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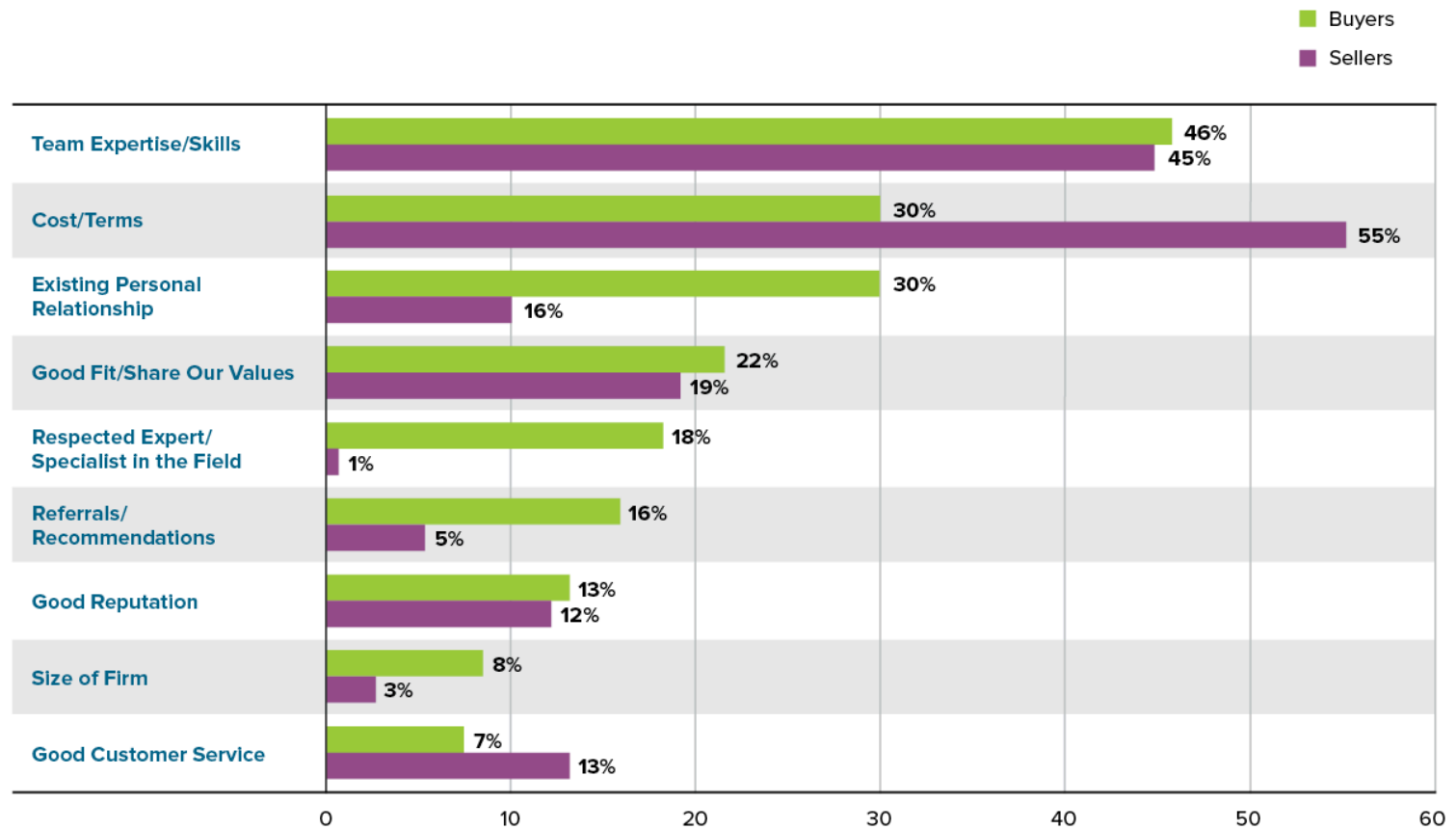
## Who is the Competition?





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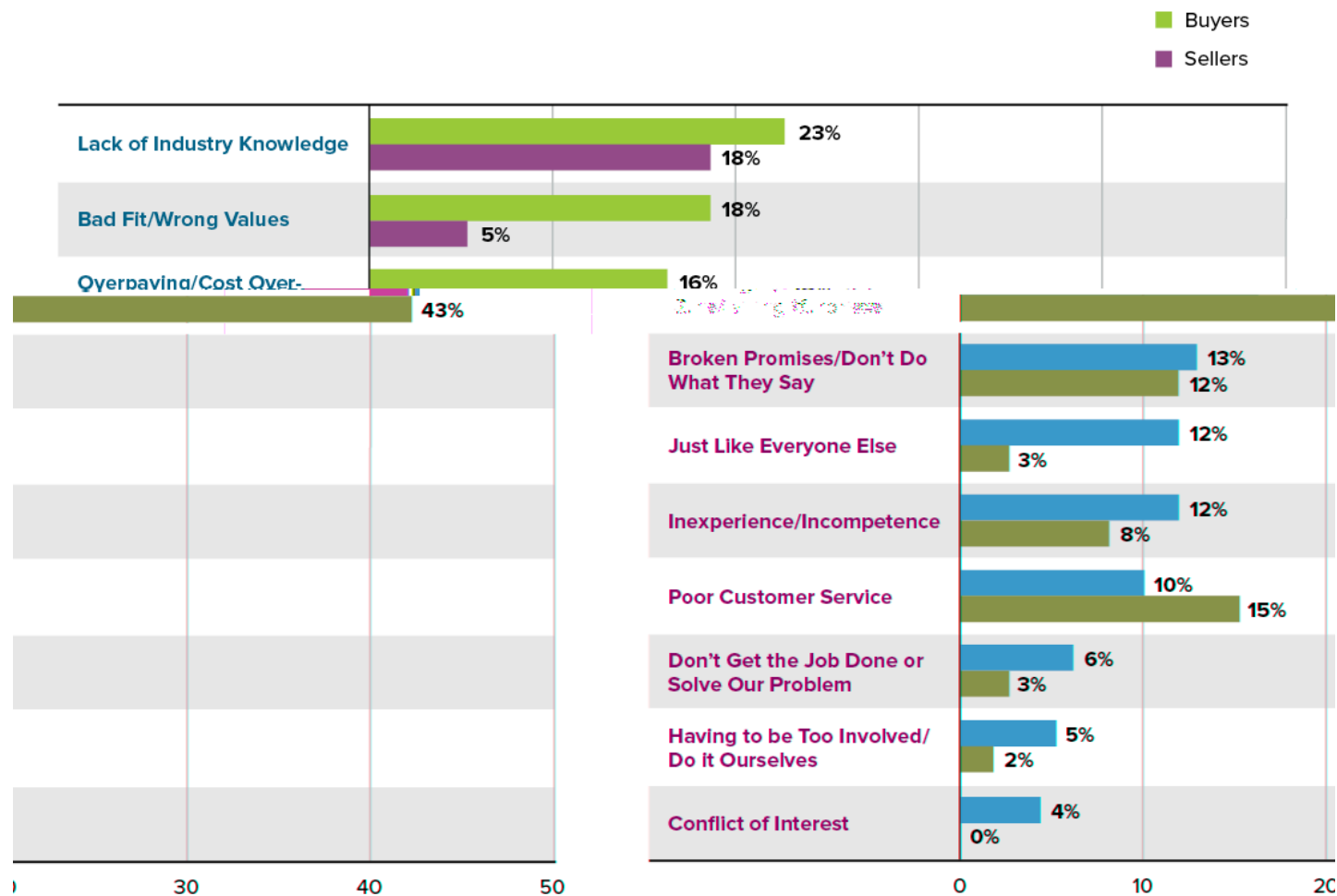
# Top 10 Selection Criteria



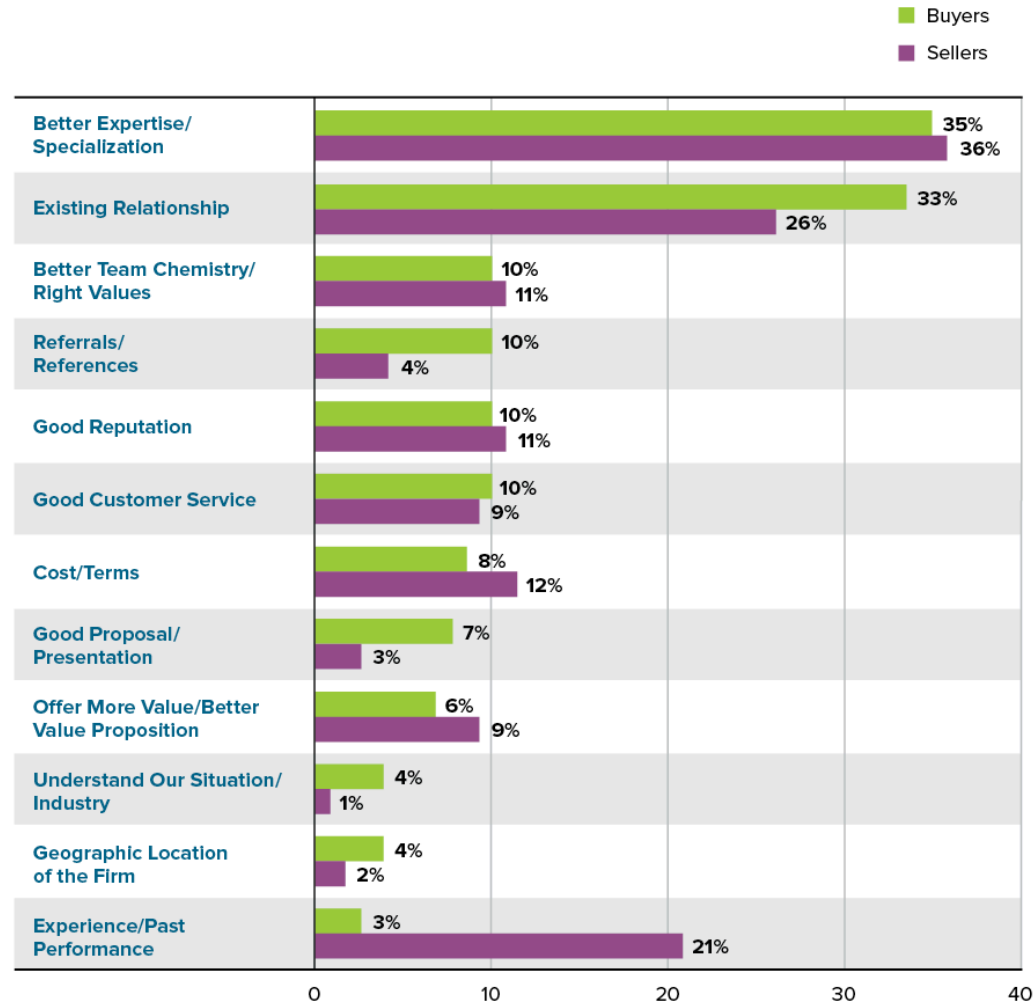


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# What are Buyers Trying to Avoid?



# What Tips the Scale for the Winner?





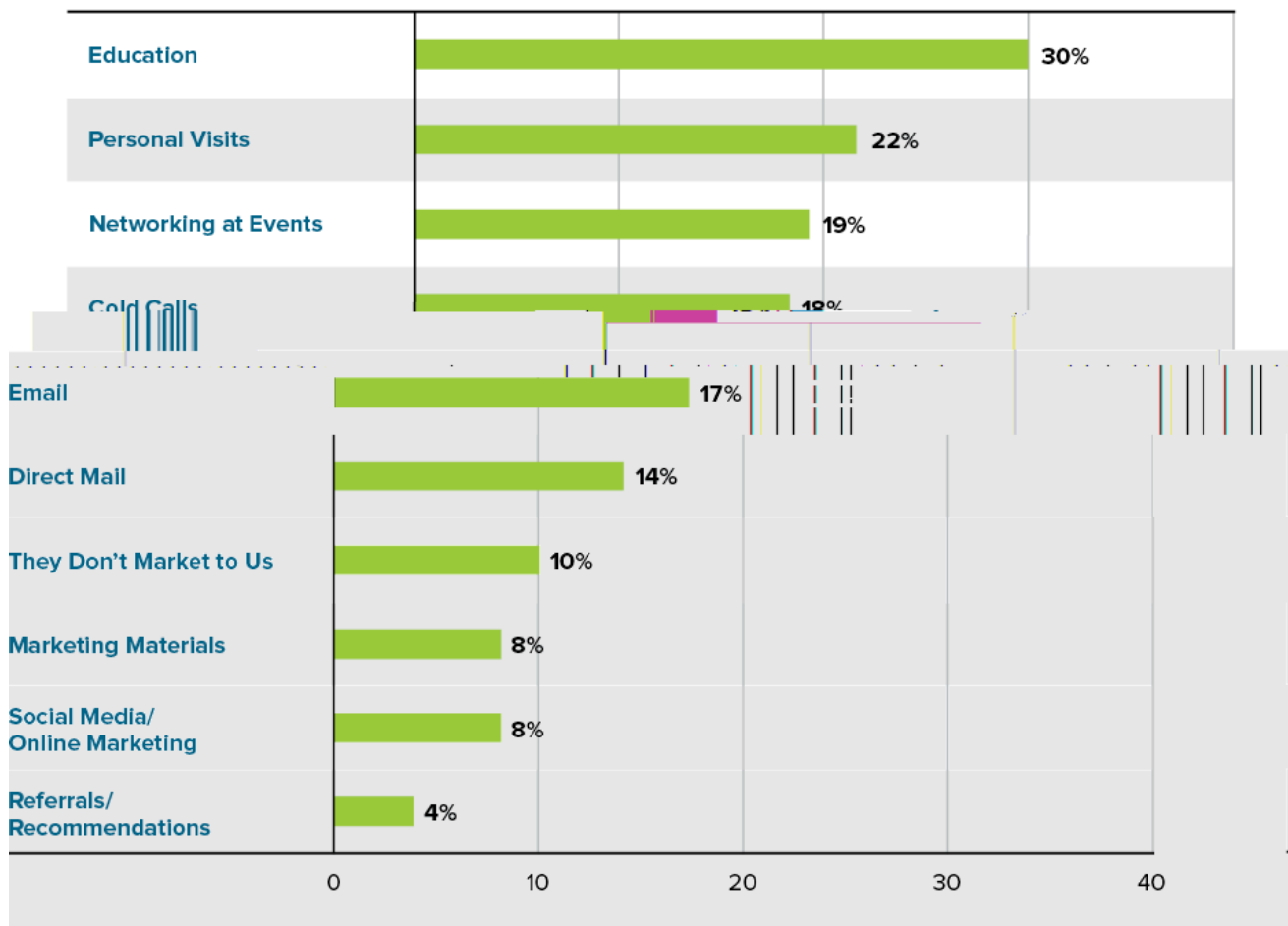
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# BEST MARKETING APPROACHES



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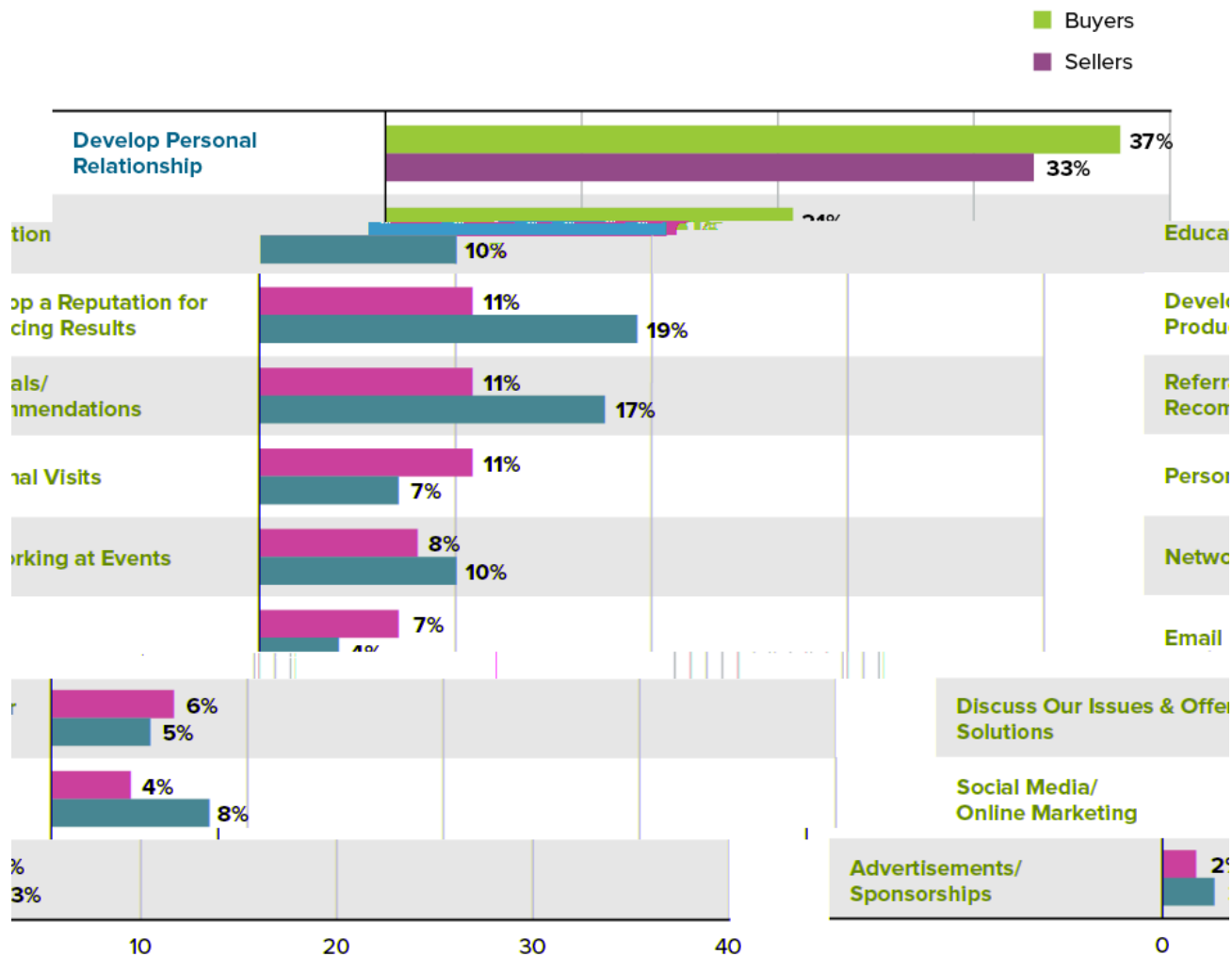
# Top 10 Current Marketing Methods

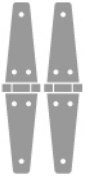




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# Top 10 Best Marketing Methods



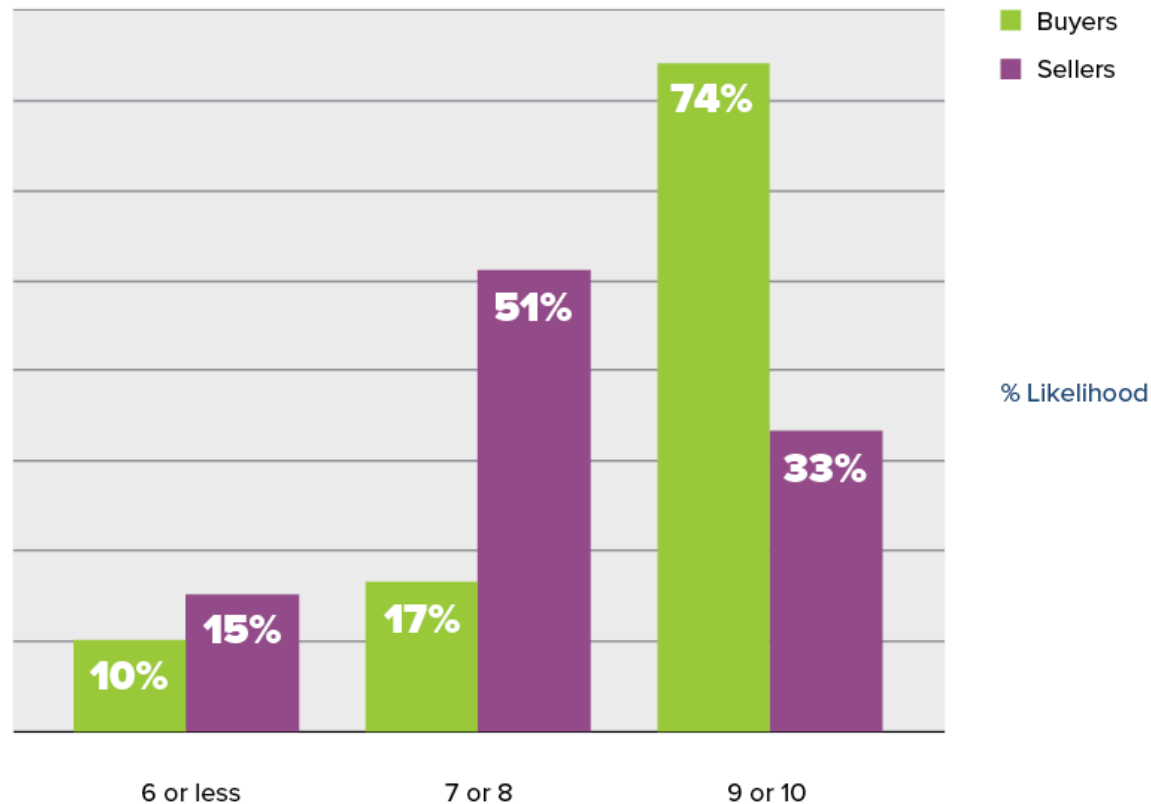
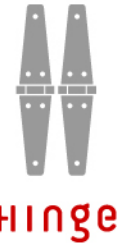


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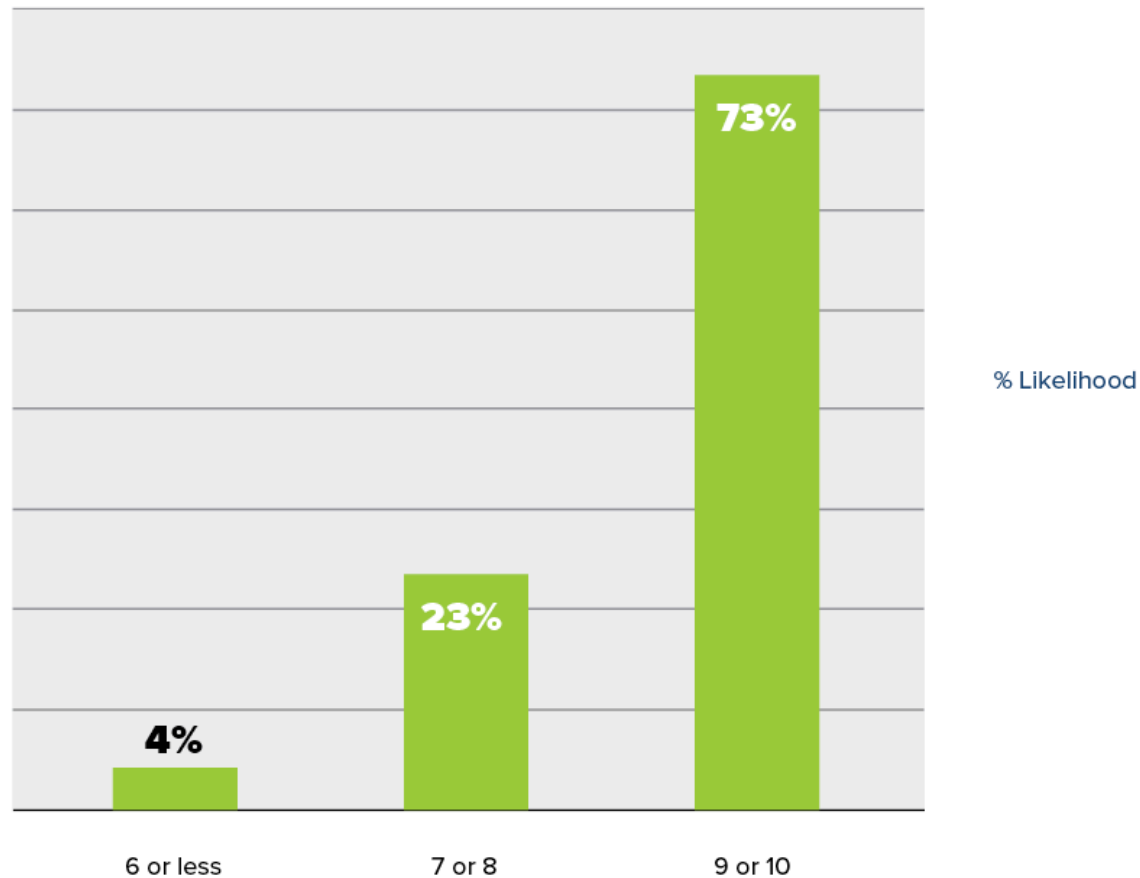
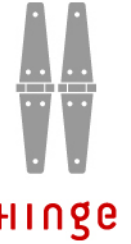
# WORKING WITH A CLIENT



# Does Your Accounting Firm Do What They Say They Will?



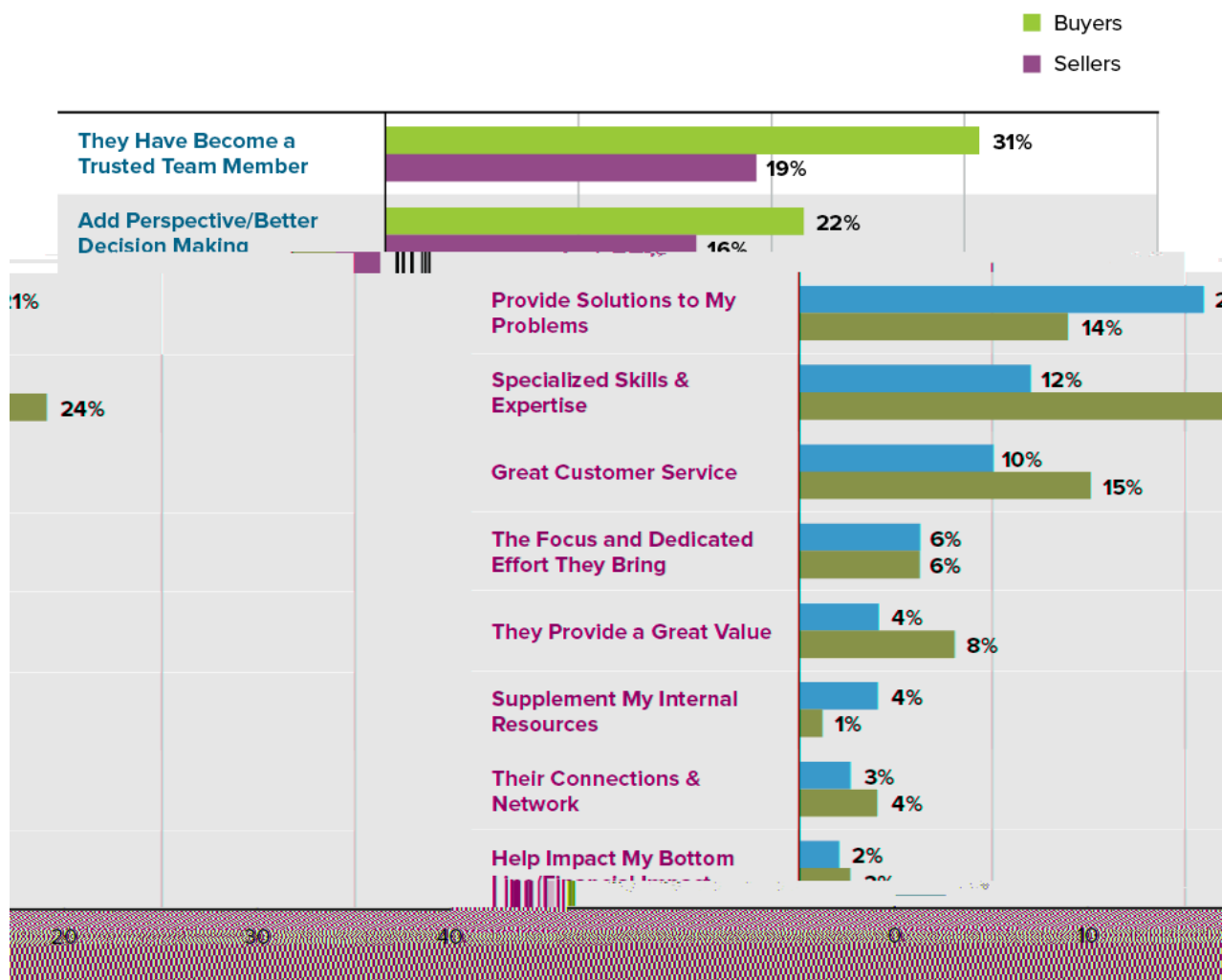
# Will Buyers Still be Using Your Accounting Firm in 2-3 years?

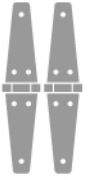




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# Top 10 Values/Benefits of Service





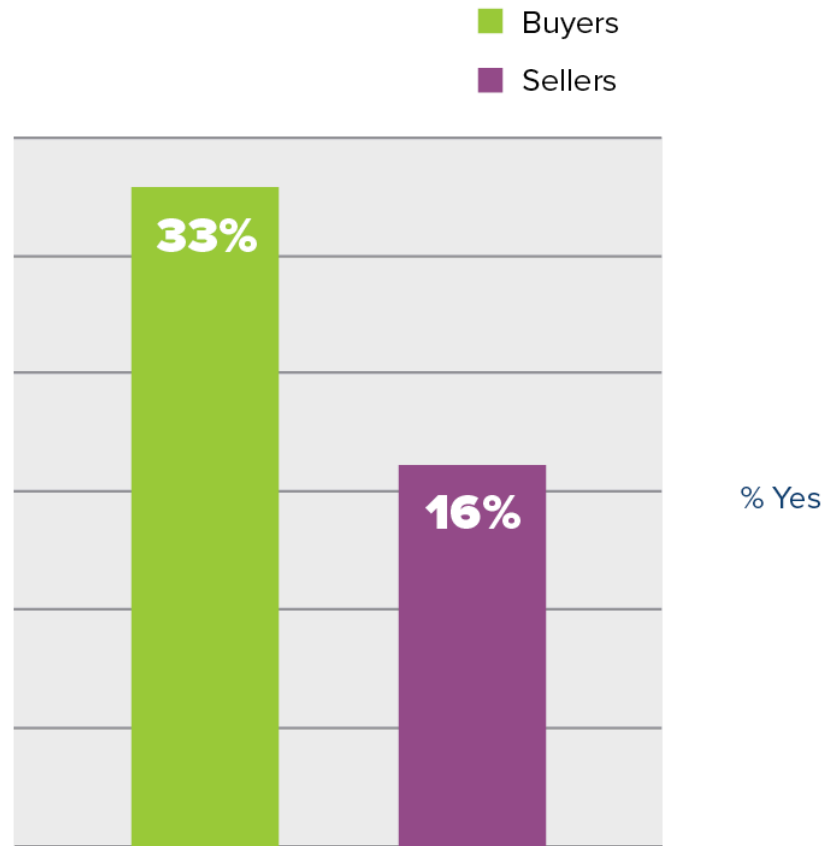
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# DEVELOPING MORE BUSINESS



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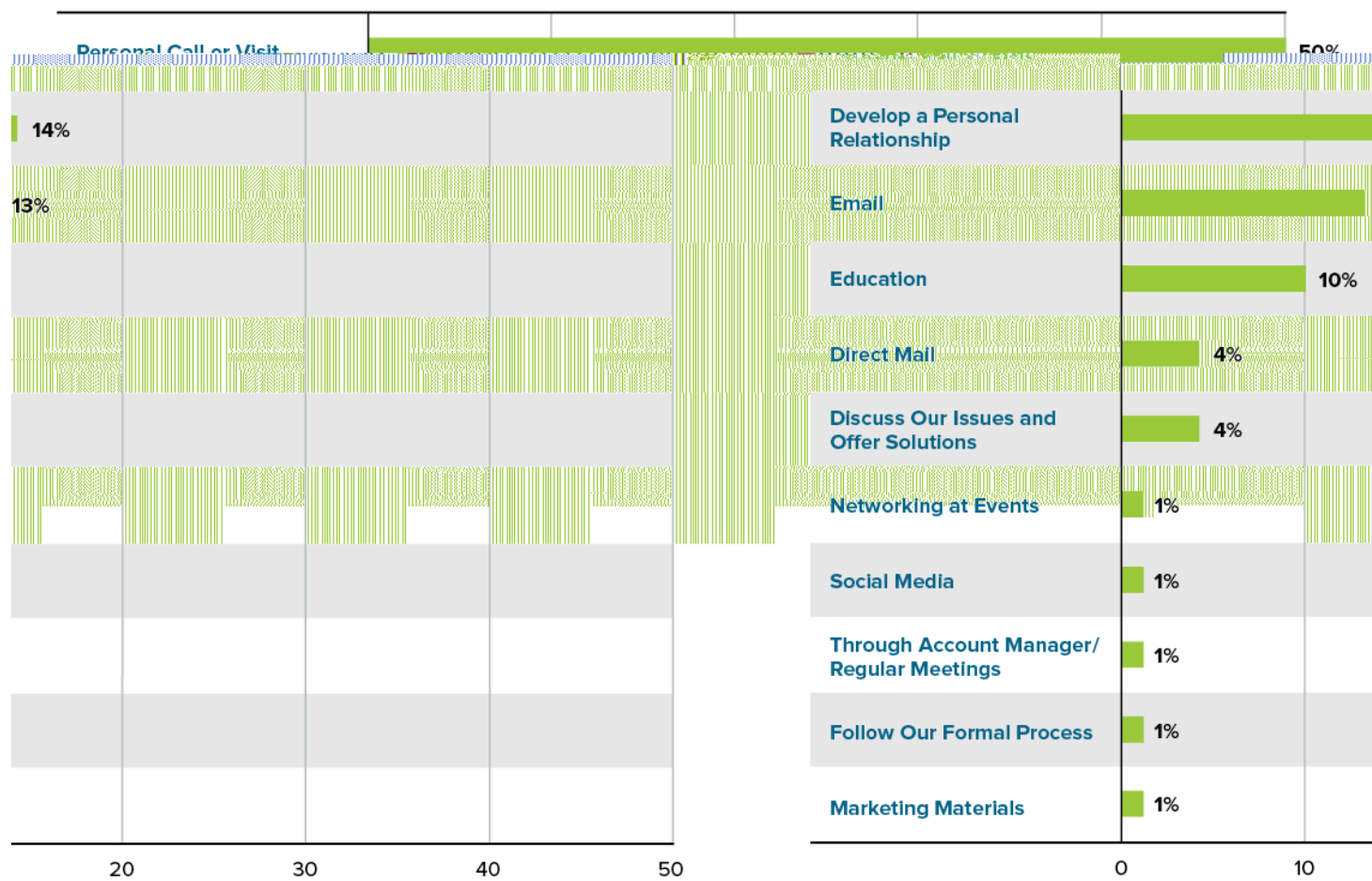
## Are Buyers Aware of All Services?



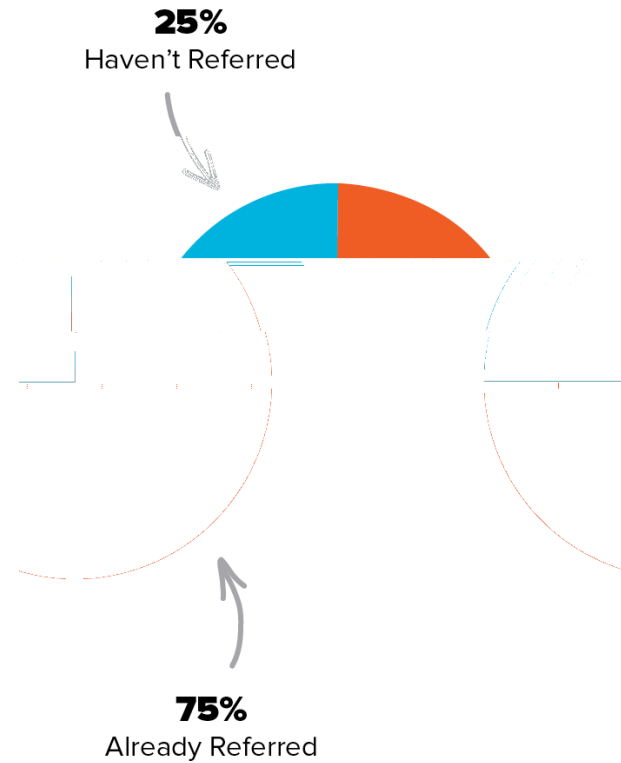
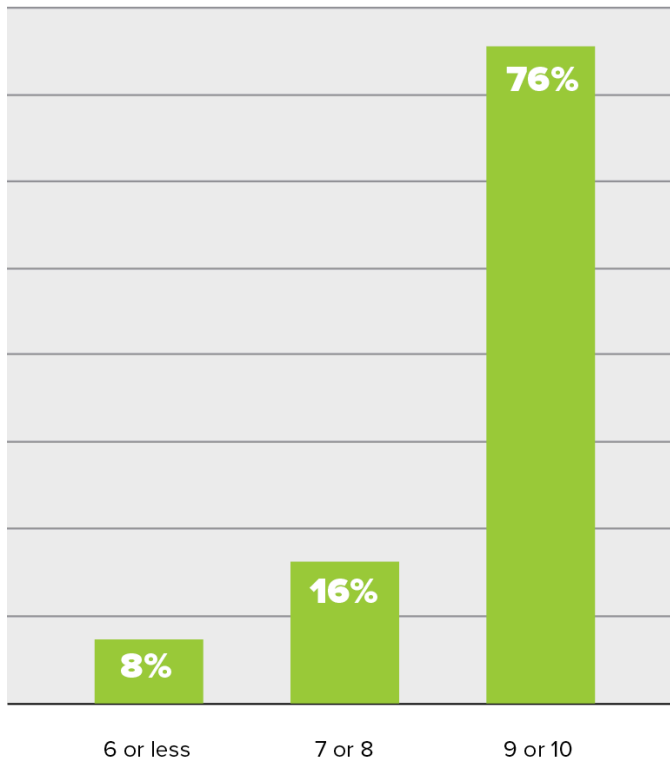
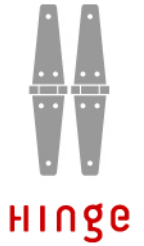


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# How New Services Should Be Offered



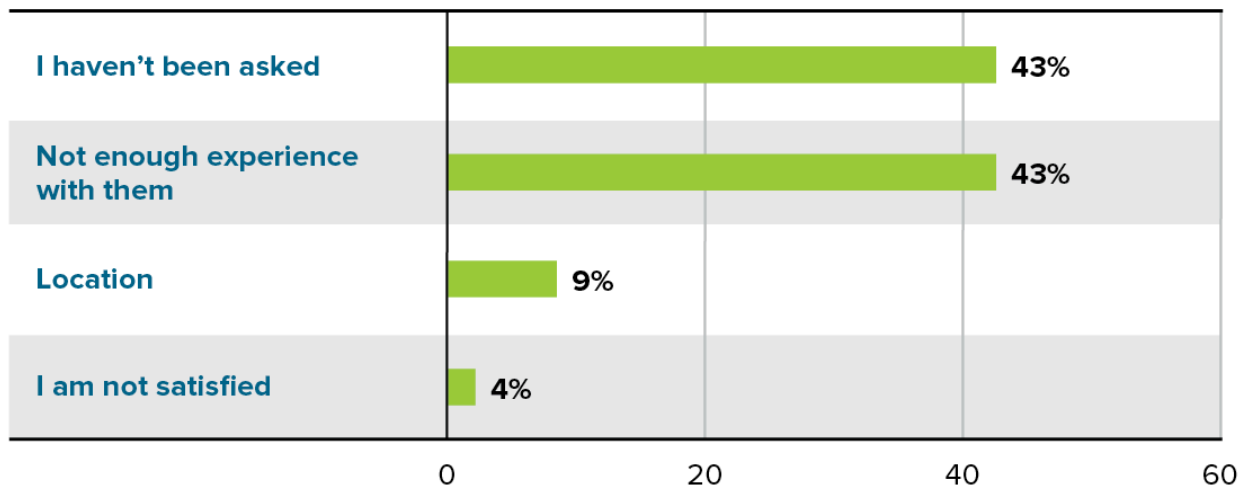
# Probability That Buyers Will Recommend the Firm





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## Why Haven't You Referred?







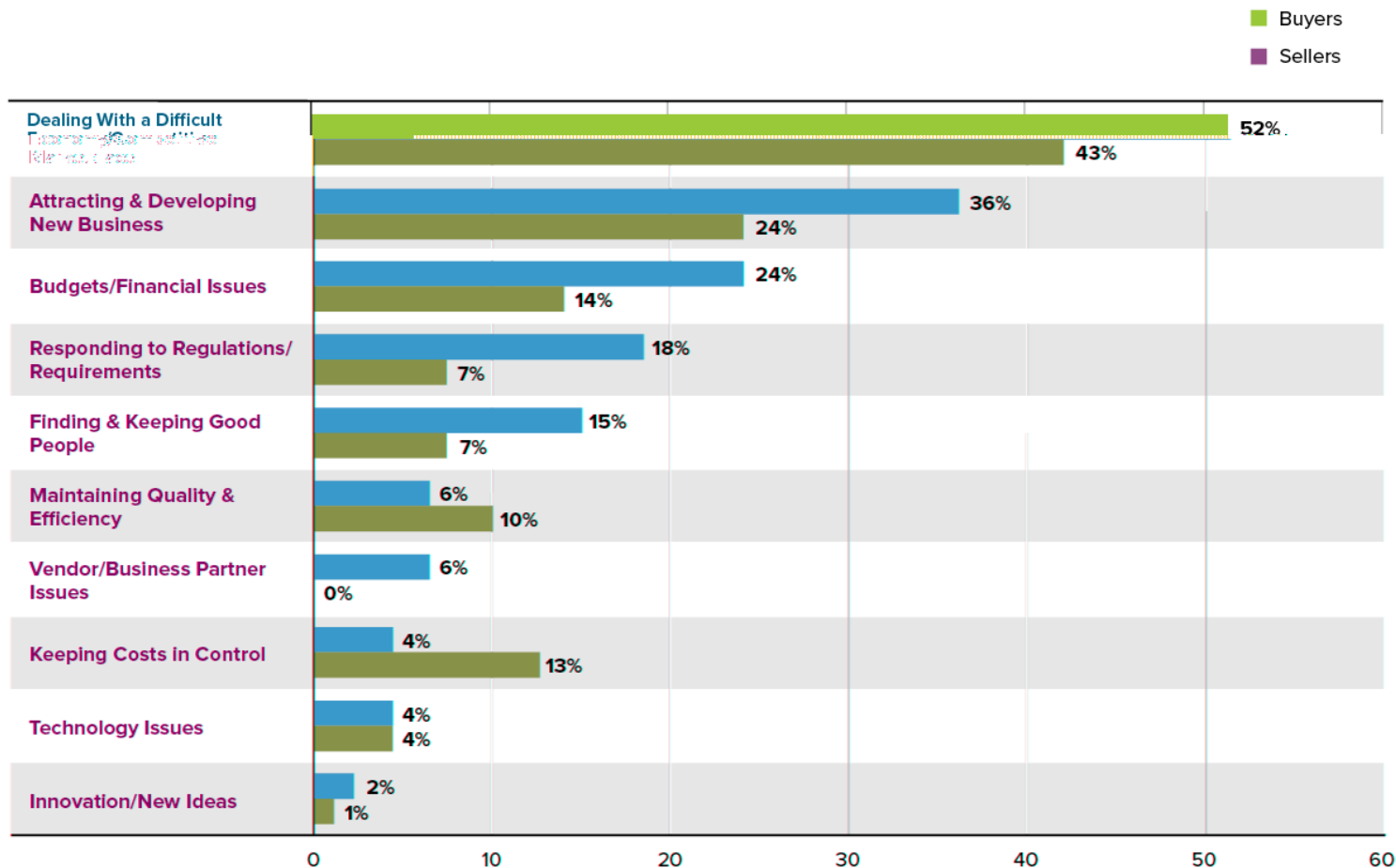
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# GROWING YOUR BRAND

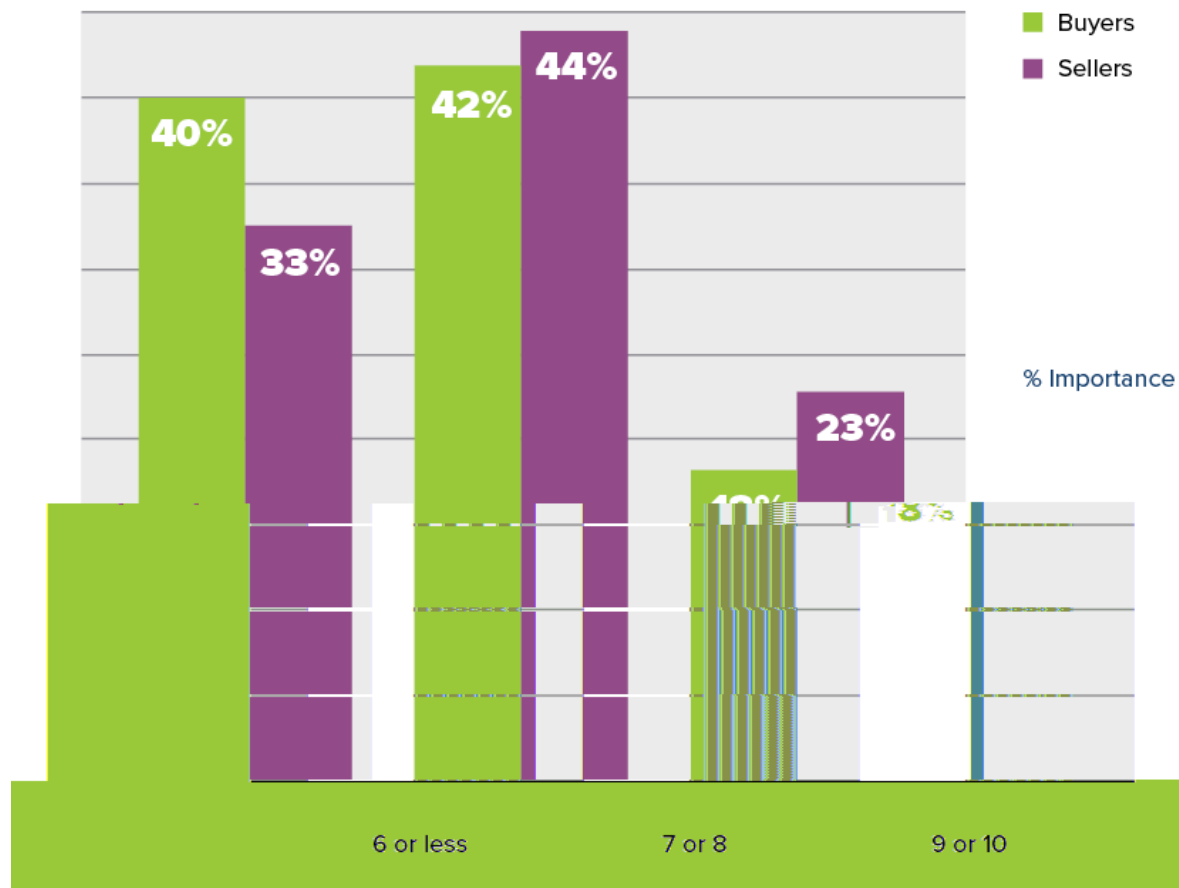


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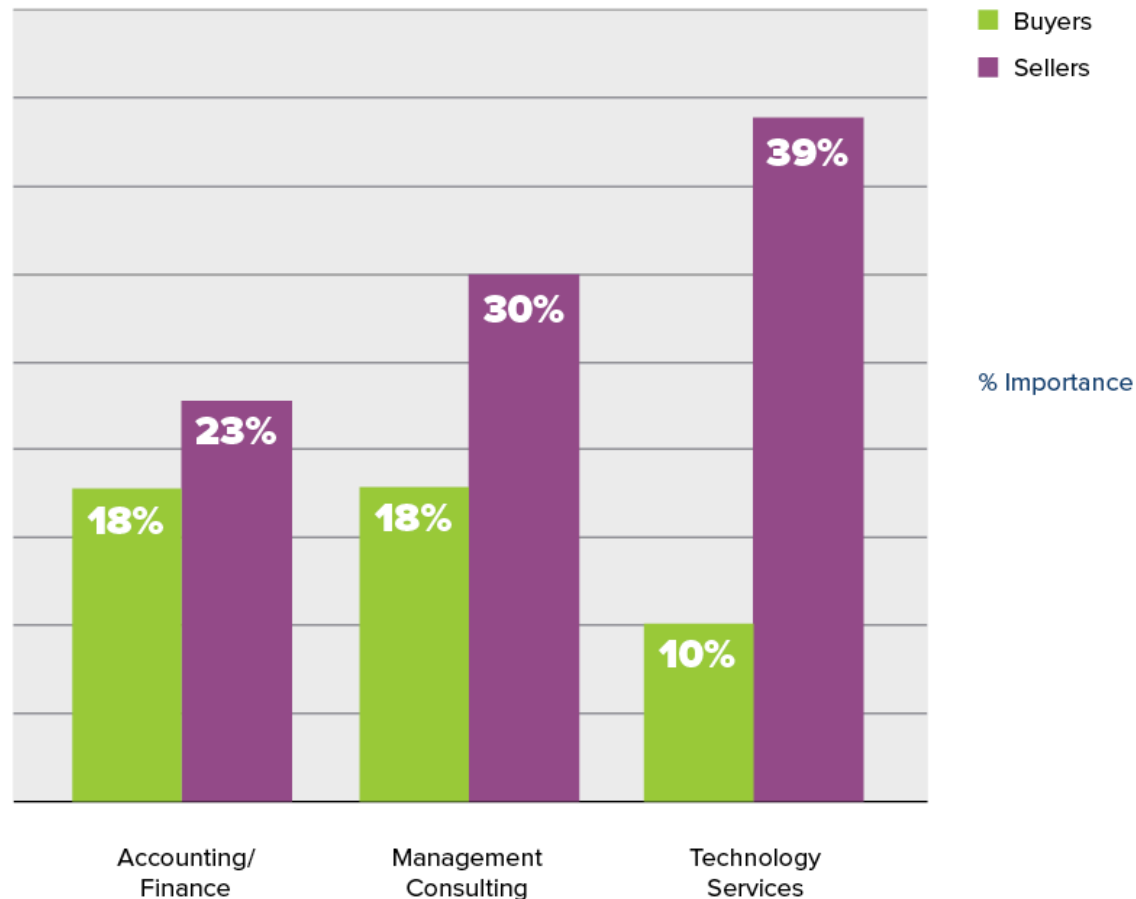
# Top 10 Challenges for Accounting Clients



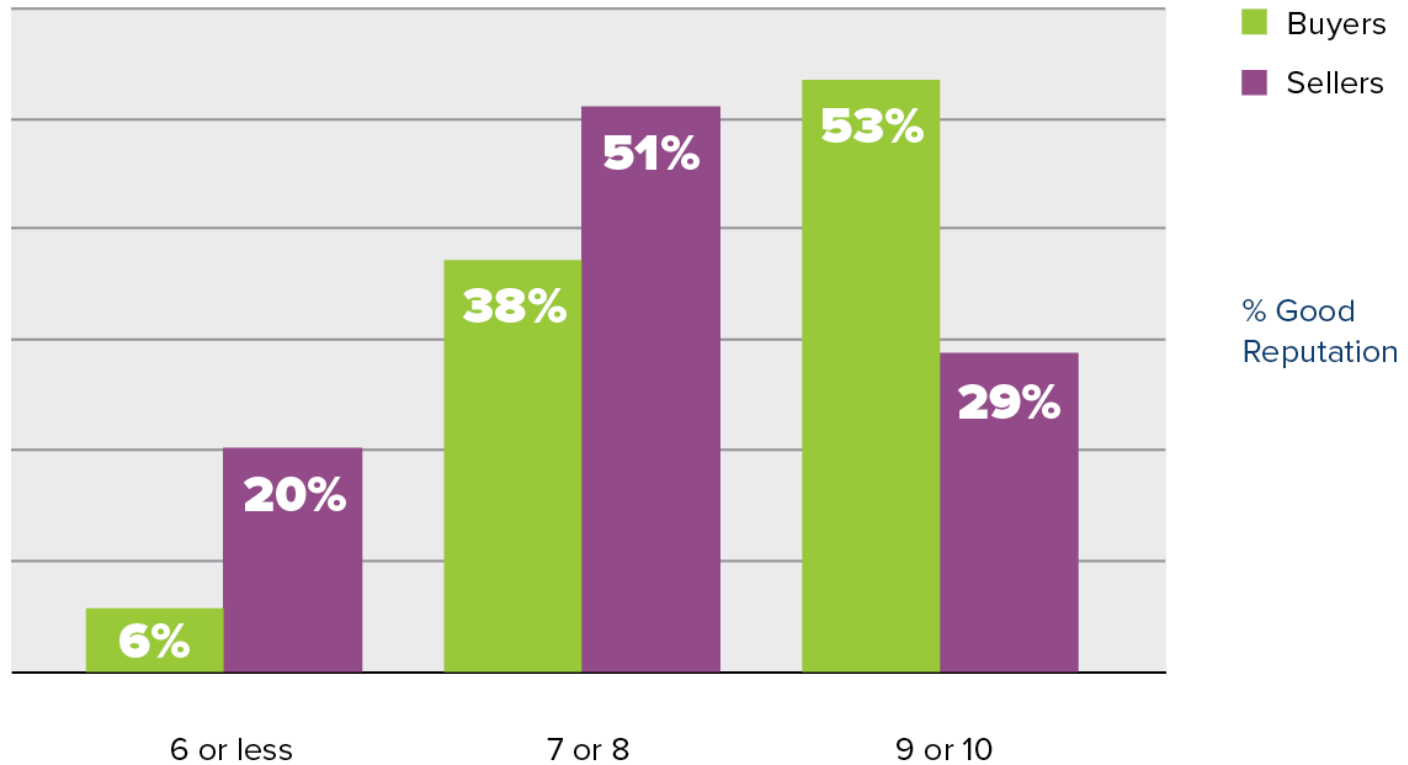
# How Important are the Services that the Accounting Firm Provides?



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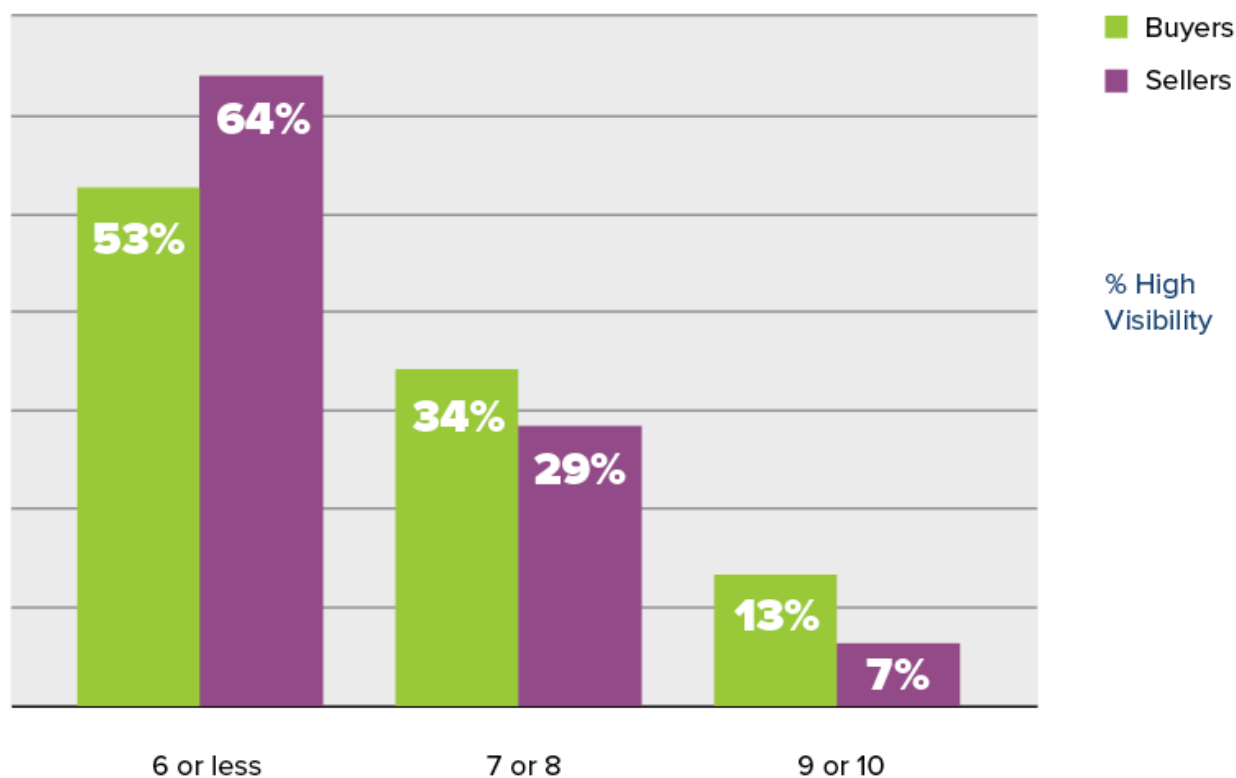
## Buyer vs. Seller Reputation Perceptions





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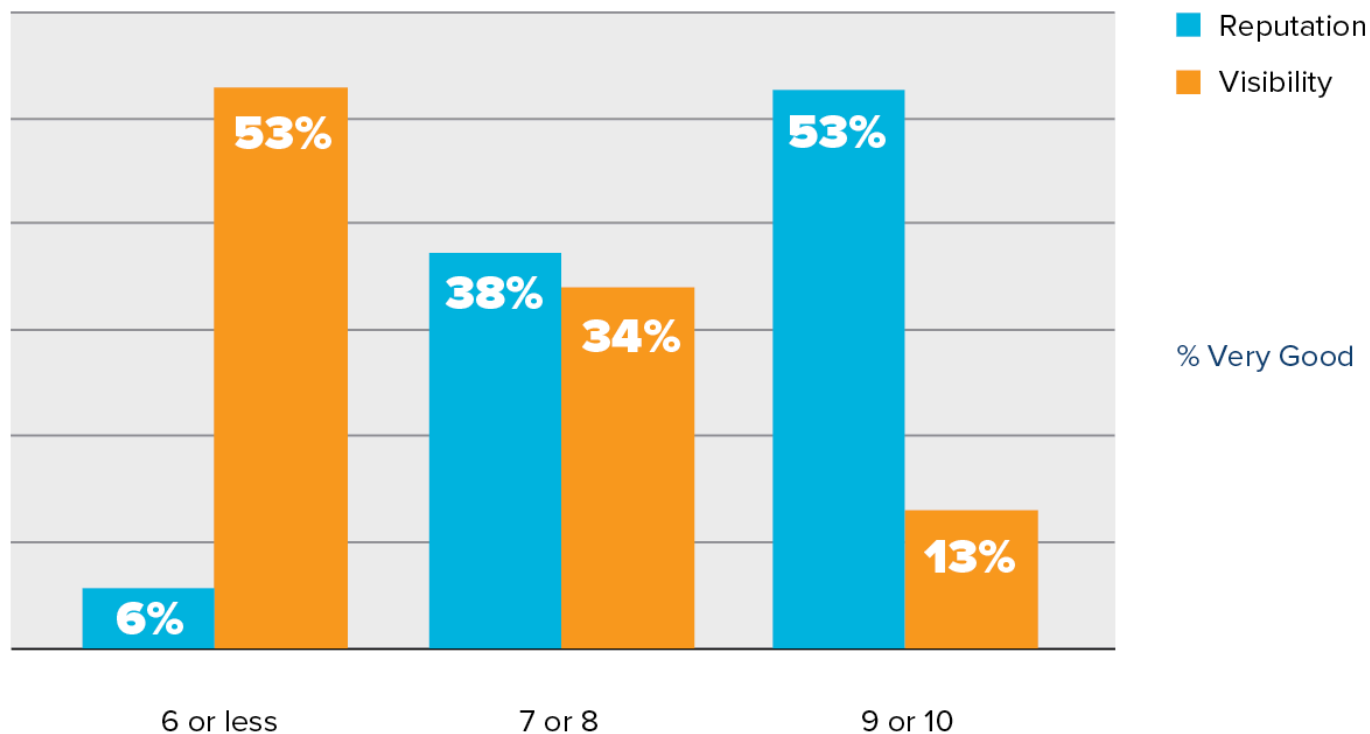
## Buyer vs. Seller Visibility Perceptions





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## Buyer Reputation vs. Visibility





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# Free Resources

**“Online Marketing for Professional Services” Book**



**“Spiraling Up” Book**



**“Accounting & Finance Firms: Online Marketing Study ”  
Research Study**



**How Buyers Buy Accounting & Finance Services  
Research Study**

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# Free Marketing Strategy Review

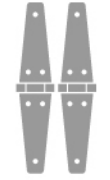


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> **We'll discuss:**



**703.391.8870**



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# Thank you! Questions?

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@HingeMarketing

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