

# Marketing Consulting Services

Professional services firms, and particularly those in accounting, are often unsure how best to market themselves in order to achieve the growth they want and need. It's not surprising really...the firm's partners are experts in accounting, not marketing. There are so many questions!

- Should we hire a full-time person, or is it most efficient to work with an outside firm? Or both?
- How will we know if we've made the right choice?
- Do we have the right team in place to meet our marketing goals?
- How do we define those goals in the first place, and how do we measure results in a "murky" area like marketing anyway?

bbr marketing offers a variety of consulting services to help you answer questions like these and find the best path for your firm, always keeping in mind your unique market position, goals and communication style. We help you craft the right selection of services to get the most from your marketing strategy and ongoing activities. Consulting services include:

- **Marketing Audits:** We can conduct a comprehensive review of your firm's marketing activities, examining your goals, objectives, strategies and the tactics you've used in the past. Through this process, we will identify strengths and weaknesses in your current approach and recommend strategies and tactics to help you meet your growth objectives.
- **Marketing Plan Development, Updates, Assistance and Review:** During this process, we'll get input from all participants about your objectives, targets, service niches and primary and secondary offerings. Based on a detailed analysis of the firm and how you'd like to see it grow, we will create a marketing plan – a blueprint that will help you systematically increase your presence in the market. This end product provides a step-by-step guide to help you reach the goals you've established for your firm.
- **Managing, Mentoring and Coaching:** Marketing staff tend to be right-brainers and accountants lefties. Add to that the fact that the firm's partners aren't used to directing and reviewing marketing

## Some of the tools

bbr marketing

delivers include:

- Marketing plans
- Brainstorming sessions
- Client research, surveys and focus groups
- Copywriting
- Print collateral materials
- Logos, stationery packages, business cards, branding
- Advertising
- Websites
- Social Media planning and assistance
- Direct and email campaigns
- Public and media relations



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activities, and you have a frustrating situation on both sides. Let us help by providing experienced mentoring and coaching for your internal marketing staff members, helping them as needed and giving partners peace of mind that their firm is in good hands. We can even act as your external marketing director to help direct junior personnel until they are ready to handle the responsibilities on their own.

- **Hiring Assistance:** Adding a marketing person to your firm staff is a big decision, and finding the right fit in this case is quite different from adding another CPA. When it comes time to add a part- or full-time marketing person to your staff, we can help you write the job description, review resumes, interview candidates and even assist in coming to a hiring decision that makes the most sense for your firm.
- **Outsourced Marketing Assistance:** For those firms that do not have full-time marketing support, or that need the assistance of an experienced professional, we can step in as needed. We will carefully discuss your firm's specific needs and create a project approach that is actionable and affordable, providing help with the day-to-day activities necessary to put your plan into action as well as management and oversight of internal staff, if needed.

What makes us uniquely qualified to offer these services? First, we only work with professional services firms; we know that they require different marketing techniques than other types of businesses. Additionally, most of our staff have extensive experience working in accounting firms in the past in roles such as marketing director, marketing coordinator and recruiter. We know accounting firms inside and out, and have seen what excites and frustrates both marketing staff and partners firsthand. We can help you smooth out the bumps and find the shortest path to your goals.

Contact us today and let us help you get the most from your marketing investment.

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