



13 Lead Generation Ideas for Accountants





INTRODUCTION

What is a lead?

Lead generation is the process of attracting and converting strangers and prospects into someone who has indicated interest in your service.

Every firm will have their own definition of what constitutes a good lead. There are many definitions of what a lead could be. You can have leads from existing clients, whereby the path to conversion is a lot shorter, or you could have leads from referrals. Both of these types of leads are high converting and more sales focused. In other words, these leads are “sales qualified leads” (SQL).

There is however another type of lead that doesn’t necessarily exhibit buying behaviour. A “marketing qualified lead” (MQL) is someone who has engaged with your marketing but isn’t ready to become a client just yet. This could be someone who has subscribed to your email newsletter, or they have downloaded a whitepaper or template from your website by submitting a form and would then go into your database for further communication through your marketing efforts.

The following eBook demonstrates many ways a firm can generate more marketing qualified leads they can nurture along the path of becoming a paying client.



1.

Blogging

It's no secret that content is the big bright shiny thing in professional services marketing. Some say content marketing is now simply "marketing" without the word "content" in front of it! Your clients crave information on a colossal scale. They are always searching for ways to solve a problem and find answers to their questions.

Say someone is renovating their home office. There are several accessories, furniture items and structural upgrades they need to make and they want to know what is and isn't eligible as a claim. They may head to Google and ask "what am I able to claim as a deduction for home office expenses". This is a perfect opportunity for a comprehensive blog outlining all the different, and maybe even overlooked, claims one could make as a deduction this coming EOFY.

Your audience is asking questions. More often than not they are turning to Google or Social Media for answers. Your content needs to be where they are searching and needs to provide answers to their questions. If your content is compelling and has made a positive impact on the reader, they will willingly hand over their data by subscribing to your newsletter for more information to be delivered to them on a regular basis. **Lead captured.**



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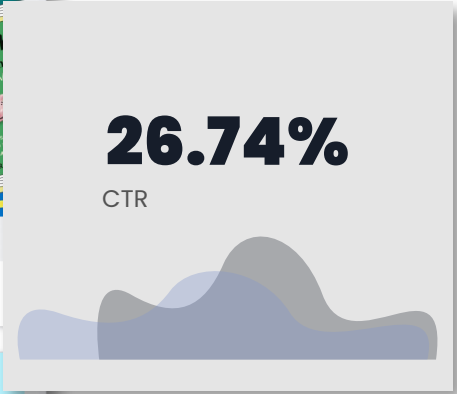
2.

Email Marketing

Time and time again, email marketing continues to prove its worth. It's still one of the most successful digital marketing channels for yielding a healthy lead flow and generating new client conversions. Email's return on investment is evident business revenue, amplified brand awareness, increased website traffic or even improved client conversions.

Sending a regular email newsletter with relevant and useful insights, news, tips, tools and guides to your marketing database won't just keep you top of mind when they're looking for a trusted advisor. You'll effectively nurture your contact list and build strong, long lasting relationships with potential clients.

Giving contacts a reason to share email content with their own following is also a great way to generate fresh leads out of your existing leads database. Give your current leads a reason to share your email content on their own social media pages. Make it easy for them to share this information with their friends, family and colleagues.



3.

Content Syndication

What good is producing and publishing content if no one is going to find it? Amplifying your content to new audiences online is a great way to target relevant audiences and drive that traffic back to your website.

Content syndicators promote your content, your eBooks, whitepapers, podcasts, events or videos on other third-party sites and allow you to target specific demographics that are aligned to your business and target market. These syndication websites (**such as Outbrain, Taboola, and ZergNet**) place your content behind a lead capture form so you can grow your leads database further. Content syndication is a great way to achieve a wider reach and engagement with your content.



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4.

Landing pages + forms

If you're no stranger to the concept of Inbound Marketing, then you're probably aware of the important role landing pages play in your digital marketing efforts. Landing pages are stand-alone web pages typically used for specific offers, services and messages. It's a page a visitor would "land" on after clicking on a Google Ad, social media post, call to action in your blog or a link in an email. These pages are generally high converting pages for the reason they are focussed on one message and designed to capture lead information in exchange for an offer. Many firms use landing pages for offers such as eBooks, whitepapers, checklists, templates and guides.

One of the best things about landing pages is that you can tailor the form a visitor must fill out before accessing the offer and add fields to capture the information you are needing to qualify leads. For example, if you are wanting to build a segment in your database of leads who have businesses within a specific annual revenue range, you can add this field to the form a potential client must fill out in order to access the offer. This will help you identify audiences who are more aligned with your ideal client.



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5.

Create lists of tools

Everyone loves to learn about the latest tools that can help them run a better business, right? The problem is, there are so many tools available to businesses in the market and the choice becomes overwhelming. Many businesses still have manual accounting processes, and they need a credible voice to give them advice on how to automate as much as possible.

Why not join that conversation and offer your contacts and clients lists of your top 5 tools they should implement into their business to automate their internal processes, and why. Your call to action could be as simple as to get in touch with your firm for tailored solutions for their business.

This is just another way to add value to their lives, build trust, and keep you top of mind when they're ready to talk with a new accountant.

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6.

Guest blogging

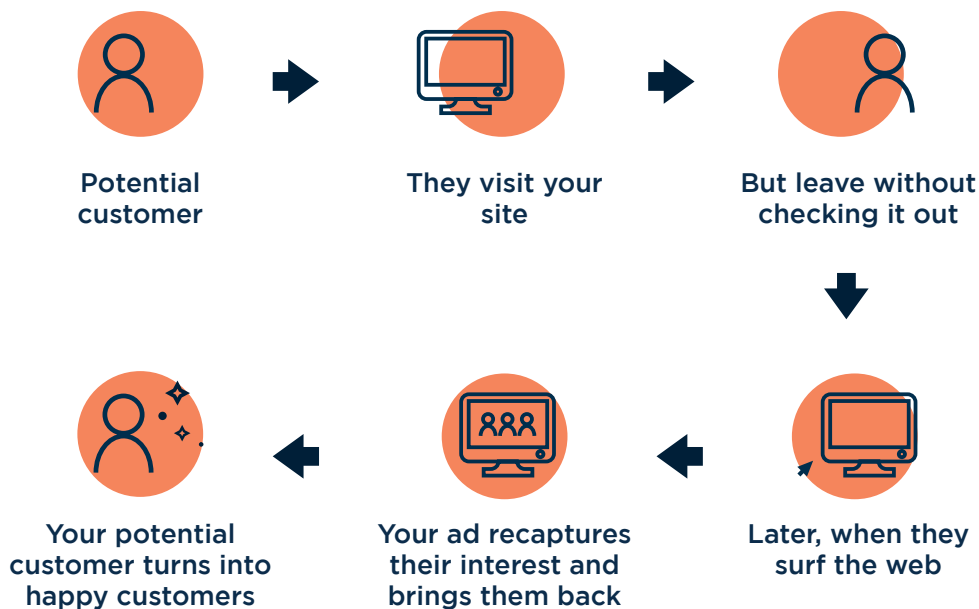
There are other businesses, websites, channels and influencers in the market whose audience will be closely aligned to your ideal client. Contributing guest articles to these third-party websites and platforms is a great way to attract a new audience to your website and your brand. By actively reaching out to these other sites and platforms with compelling content that would be relevant for their audience, you can enhance your credibility as a thought leader, a brand, and a trusted source of information. And with this content linking back to your website, it drives more traffic and boosts your site's credibility and authority in the eyes of Google. And that means your rankings will improve in Google search results!

7.

Retargeting

You want to capitalize on the traffic that comes to your website but doesn't convert right away. A great way to increase your chances of attracting repeat visitors to your website, and improving your chances of an enquiry, is to retarget bounced website visitors.

Retargeting, also known as remarketing, is a form of online advertising that can help you keep your firm in front of bounced traffic after they leave your website. For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't submit an enquiry right away. Retargeting is so effective because it focuses your online advertising spend on people who are already familiar with your firm and have recently demonstrated interest. That's why most accountants who use it see a higher ROI than they would from most other digital channels.



8.

Educational videos

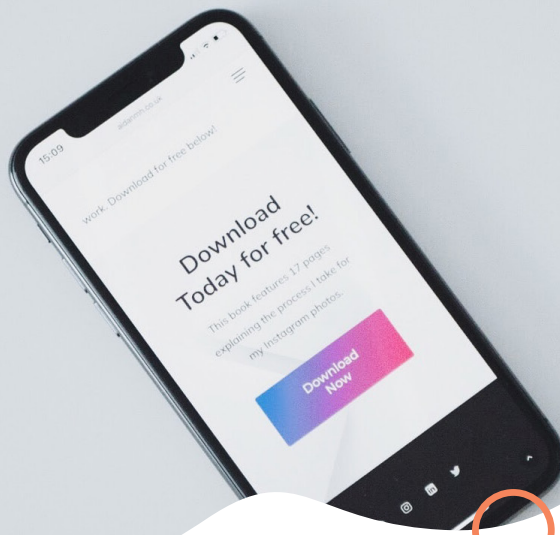
Writing a blog is great. But producing a video for your content gives your firm the added benefit of reaching a higher level of engagement. Video content is often a format that will scare a lot of accountants when it comes to the production. There aren't many people who genuinely like to get in front of the camera. But videos by themselves can generate more new client opportunities and contribute to your lead generation efforts. People watch an average of 16 hours of online video content each week. And, 84% of people say they've been convinced to engage a business by watching their video.

Turn your blog content into engaging and educational videos that you share with your audience through email newsletters, your website and through your social media channels.

Oh, and did we mention videos are fantastic for showing your potential clients who you are as the "people behind the firm"? This not only builds credibility, it builds trust more so than a blog ever could.

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9.

eBooks or downloadable guides – AKA “Lead Magnets”

A lead magnet is a valuable marketing asset that a firm would offer in exchange for something else of value. This is usually something as simple as an email address from a potential client. Lead magnets are designed to attract potential clients to your website or a landing page with the goal of capturing their contact information for further communication on an ongoing basis.

The leads acquired from these downloadable assets doesn't necessarily mean that these people are ready to buy from you straight away. It could simply mean they have a question, and you're offering something of high value to help them answer this question.

Before offering a lead magnet, make sure it fulfills all of these criteria:

- Solves a real problem
- Promises one quick win
- Gets super specific
- Proves quick to digest
- Offers a high degree of perceived value
- Provides Instant Gratification
- Demonstrates your expertise or UVP (unique value proposition)

Your lead magnets will usually sit behind a form someone would need to fill out in order to access the content. Check out “**4. Landing Pages & Forms**” for more information it all works together.

10.

Webinars

One of the greatest tactical options available to accountants today to generate leads are webinars.

For accountants, webinars provide a clear opportunity to generate more leads from existing clients. Let us illustrate this for you:



A client has a question that needs answering



Turns out, hundreds of clients are asking the SAME QUESTION!



Instead of answering each one individually, you hold a live webinar, complete with presentation slides and information to answer that one question to a volume of people wanting to know the answer.



Towards the end of your webinar, you promote a specific service offering your firm provides that will fuel enquiries from the audience.



After your webinar, you distribute the recorded session through an email to clients who were not able to attend the live session, giving you a wider reach and further engagement.

Holding regular webinars that answer some of your clients' biggest questions is an effective way to maximise your lead generation with less effort.



Webinars are one of the best ways to solve a large number of your client's problems at once!



11.

Case studies

Case studies are a hidden gem in the marketing world. However, sophisticated accountants realise case studies often provide the catalyst a curious buyer needs to take action.

Case studies prove to future clients that you know what you're talking about. That you have the experience, the expertise and the credibility they are looking for in an accountant. Testimonials only give you a glance at the full story. Go the next step further and ask your happy clients if you can create a case study that demonstrates the outcomes of working with you and the difference you have made to their lives.



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12.

Email Sequences

We've spoken about email marketing in #2 of this ebook. This is where you take your emails to the next level. Using your email marketing platform (Mailchimp, HubSpot, Active Campaign... whatever it may be), setup some simple, and effective, email marketing automation sequences that will keep your database well-nurtured and on their way to becoming a qualified lead.

Before getting caught up in all the possibilities of marketing automation and the complex customer journeys that go with it, let's take a look at some simple "101" email marketing automations you can set up now.



A WELCOME EMAIL

The trigger for your welcome email is when someone subscribes to your newsletter. It's a warm welcome. It's a chance to begin building trust and offer up something of value to keep your new subscriber on their good side from the get-go. It's also an opportunity to thank them for subscribing.



POST EVENT/WEBINAR EMAIL

When your event or webinar is over, you want to keep your attendees engaged for longer to the point they are ready to “talk”. You can set up a series of emails to provide some additional information relevant to the topic of your event or webinar. This information can be a combination of related blogs you’ve written, videos on the same topic, and even some information about your firm for the more qualified contacts who may be ready to “talk”.



A LEAD NURTURING SEQUENCE

A nurture email sequence is ideal for sending out straight after a person engages with your lead magnet. As we discussed early on, this lead magnet could be a white paper, a downloadable checklist, or an ebook. The first email a contact gets after requesting your lead magnet should deliver the item as promised - e.g. “Here’s your ebook!”. Other content in the lead nurturing sequence may include educational content or material that highlights your expertise... similar to how you do it for the Post event/webinar email sequence. But remember, be careful not to assume that new leads are ready to buy. If your content for lead nurturing focuses too much on making sales and urging people to become a client as soon as possible, many of them may feel overwhelmed and get turned off by your tactics.

There are many more email sequences, but try your hand at these 3. Once you’ve mastered them, you can move onto something more advanced.



13.

About us page

Your website is one of your most valuable marketing tools. So it's a no brainer to optimise your website for lead generation as well as conversions. Your about us page is where you will have a greater opportunity to align your firm with your ideal client and generate leads who fit your 'perfect client profile'. On this page, you'll want to get into the mind of your potential client. This client wants to know about how working with your firm can benefit them.

Your about us page can be about you as a firm, of course. But you want to make sure the messages on this page trigger a connection or positive reaction with the visitor so they feel like they can trust you to "get the job done".

Revisit your about us page and ask yourself, "Does this page and it's message align with the values and goals of my perfect client profile?".



THAT'S ALL

Wrapping it up!

There you have it folks! Keep your lead pool full by implementing consistent lead generation tactics over a longer period of time. Relying on referrals is ok, but the firms who implement lead generation tactics through marketing will greatly outperform their competitors who don't.

Take your marketing to the next level with an experienced marketing team on your side.

We are senior marketing leaders with real, hands on experience in accounting firms.

Unlike many other marketing agencies, we don't throw a whole heap of tactics and tools at you and promise you the world. We know that isn't how marketing works. **Instead, we take the time to truly understand your business, your culture and your clients so we can provide a tailored marketing approach that works for your firm.**

Our expert strategy team is led by a senior marketer of 14 years, who has spent over 6 years developing and implementing marketing strategies for accountants and professional service firms.



CONTACT

Get in touch with us

MONTHLY MARKETING RETAINERS

Get a trusted marketing team on your side to manage your marketing. Choose from one of our monthly marketing retainers, or get in touch for a chat about which option would suit your firm.

Check out our marketing services and retainers at practiceandpixels.com.au

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