Take Your Marketing Online!

Description: In this comprehensive guide, CPA firm marketing expert Bonnie Buol Ruszcyzk teaches you the art of growing your firm in the digital age, guiding you through exercises to help you uncover your firm's unique value while sharing proven techniques for communicating that value through the most effective online channels.

Learn how to:

- Build your marketing plan
- Improve your website
- Become a thought leader
- Start a successful blog
- Get the most out of content marketing
- Create an effective social media presence
- Maximize search engine optimization
- Understand analytics
- And more

Contents:

Chapter 1: A Long and Winding Road
- The Slow Climb
- Consistency and Commitment Are Key
- Push vs. Versus Pull Marketing
- Push Marketing
- Pull Marketing
- Interview: Suzanne Verity, Association for Accounting Marketing (AAM) Founder and Life-Long Accounting Marketing Champion

Chapter 2: Where Are You Headed? The Importance of a Marketing Plan
- Building Your Marketing Plan
- Business Analysis
- Services
- Competition
- Market Analysis
- Clients
- Differentiators
- SWOT Analysis
- Strengths
- Weaknesses
- Opportunities
- Threats
- Objectives
- Tactics
- Now It's Your Turn
- Interview: Craig Thomson, CPA, Thompson & Company CPAs

Chapter 3: Your New Front Door: Your Website
- The New Front Door
- Let Your Freak Flag Fly
- The Building Blocks
- Home
- Services
- Industries
- Profiles
- Contact
- News and /Articles
Chapter 4: Give to Get: The Power of Thought Leadership
- Eight Steps to Becoming a Thought Leader
1. Define Your Area of Specialization
2. Identify the Audience You Want to Reach
3. Update Your Personal Information
4. Stay Abreast of What Is Happening in Your Area of Expertise
5. Follow Other Thought Leaders to See What They Are Doing
6. Create and Share Content
7. Become a Sought-After Speaker
8. Respond Quickly and Follow Through
- Now Go Do It!
- Interview: Tracy Tavares, Marketing & Practice Growth Senior Manager, LGC+D

Chapter 5: Content Marketing: Blogging and Beyond
- First, a Bit of History
- Enough Already, What Is Content Marketing?
- Don't Jump in Just Yet!
- Blogging
- Overcoming Obstacles and Making It Work for You
- Generating New and Interesting Topics
- We Are CPAs, not Writers!
- Finding an Audience for New Content
- On Your Mark, Get Set, Go!
- Interview: Michael Bowlan, Brown Smith Wallace LLC

Chapter 6: Reach New Audiences: Social Media
- A Brief History of Social Media
\ Types of Social Media
- The Pros of Social Media for Your Accounting Firm
- The Cons of Social Media for Your Accounting Firm
- What Do I Do Next?
- Interview: Andrew Rose, Zest Social Media Solutions

Chapter 7: Your Most Powerful Network: LinkedIn
- Why Is It the One to Watch?
- Your Profile
- Recommendations and Endorsements
- Recommendations
- Endorsements
- Your Firm's LinkedIn Page
- Making Connections
- Your Groups
- Joining
- Creating
- Promoting
- Managing
- Search Options
- Other Ways to Use LinkedIn
- Ads
- Job or Candidate Search
- Messages and InMail
- Paid vs Versus Free
- Interview: Cindy Hagemann, Freelance Marketing Professional and LinkedIn Instructor

Chapter 8: The Right Social Media Tool for the Job: Facebook, Twitter, Facebook, and More
- It's Not Just Reports on Lattes and Grandkids
- Twitter
- Creating Your Twitter Account
- Following and Getting Followed
- What to Tweet
- Facebook
- Creating Your Facebook Business Page
- Getting People to "Like" You
- What to Post
- Additional Social Media Platforms and Tools
- Social Media in the Long-Term
- Interview: Karen Toner, Baker Tilly (formerly ParentBeard)

Chapter 9: Driving Traffic and Measuring Success: Search Engine Optimization and Analytics
- Ranking High: Search Engine Optimization SEO
- The Evolution of SEO
- Improving Your SEO
- A Peek Inside Your Site: Analytics
- Reading the Numbers
- Audience
- Acquisition
- Behavior
- Interview: Stephanie Crawford, Wiebe Hinton Hambalek, LLP

Chapter 10: The Future Is Now: There's No Looking Back

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3492780/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Take Your Marketing Online!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3492780/">http://www.researchandmarkets.com/reports/3492780/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC</td>
</tr>
</tbody>
</table>

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Book (PDF) - Single User:</td>
<td>USD 59</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World