



# Digital marketing strategy for audit firms: a 10-step guide

## Background

Would you like to know how to implement a digital marketing strategy for audit firms? Here is your 10 step guide.

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**REVIDECO**  
Revision • Redovisning • Rådgivning



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## Revideco – now a full-service bureau

Revideco started up as a two-person firm in Stockholm, Sweden, providing only audit services. This was in 1994 and since then we have expanded to a 50-staff strong, 3-office company. Now we offer a wide array of services all closely associated to our core business - audit and accounting services.

## Sharing is caring

You might wonder why MGI Worldwide have made this 10 step guide public, open for anyone to read? The answer is simple. If we in any manner could affect the audit industry to become more attractive and thereby attracting both more talent to us as a whole – all of us will gain from this. A first small step could be to increase the visibility of us all, maybe via implementing a digital marketing strategy. Sharing is caring.

## Digital marketing strategy for audit firms – 10 step guide

Essentially this digital marketing strategy is very simple. You write blog posts and optimise them for SEO, then internet users are better able to find you on Google because you have shared relevant information. They read it and get to know you. Then, when the time is right for them to buy a service you provide - they contact you. Simple. If you do this right, you will also find that this marketing strategy will deliver other strong benefits such as increased brand awareness as well as increased staff awareness.

This marketing strategy is also referred to as a content marketing strategy and this concept was much hyped in the early 2010s. The point being that all of this is common knowledge and many audit firms have already successfully implemented such. But then again, this might not be the case in your local market so this might be worth looking in to.

### 1. Write relevant information

Ok, you already got the part that you should be writing, but what should you write about? The word you should bear in mind is “relevant”. If you are an audit firm and write about the Kardashians, you will get a lot of likes but you will probably miss what you aimed for. i.e. you will not be able to convert much of that traffic into new clients. What you write about and how you write is the major component to this digital marketing strategy.

### 2. Persona – write to the right audience

When you write, you have to choose your audience. Who are your services aimed at? Who is the person that makes the decision on which provider to use for these services? Is it the small business owners, the CFO’s of a multi international cooperation,



the accountants of NGO's or the board members of mid-sized companies? This audience is called a persona. This is who your posts need to be directed at. Make a list, prioritise, start with one persona and then add others along the way. You can't please them all.

We need to recognise that in order to gain the attention of a CFO in a global company we need to write a different post than if we want to attract the attention of a small business owner.

### 3. SEO – organic is free

SEO is search engine optimisation. It is a multibillion industry and it is all about what posts will be shown on the first page of a Google search. Why do you want to be on the first page? Because people tend to click on these posts. Preferably you want to hit the first spot. SEO is based on key search terms and how they are placed in your posts. There are a lot of other factors that will affect whether your post makes it onto the first page but exactly how this works is a very well-kept Google secret. Most publishing platforms guide you on how to do this, if not – 'Google it' and you will get help.

You want to make a list of the key search terms you think are important for your business and then write posts targeted to your persona, based on these.

Some terms are really hard to get to page 1 as the competition is fierce. Choose your battles, you cannot win them all.

### 4. Funnel – the core of your digital marketing strategy

So now you know everything about persona and SEO. The next step is to focus on the buying journey of your prospect client.

The idea is that you write posts, let's call them 'A' posts, to gain the attention of as many people as possible within your target audience. In your 'A' posts you also market 'B' posts. 'B' posts are written with the aim to introduce your company as a possible problem solver, or knowledge hub. In your 'B' posts you also promote 'C' posts. 'C' posts are written with the aim to initiate a buying decision or aiming at persons likely to buy your services right now ie sorting out the ones currently not interested.

**"This is a digital sorting machine calibrated to find possible high-quality clients."**

If a person first reads 'A' post, then 'B' post and finally 'C' post – he or she should be more likely to buy your services. This is a digital sorting machine, calibrated to find possible high-quality clients. The funnels can be set up in many different ways and at many different levels, but I think you get the idea. A to B to C. This is at the very core of this digital marketing strategy:

What we have to recognize is that nowadays many of your potential clients' buying journey does not start when they enter your meeting room at the office, it ends there. It started when they Googled something relevant for them and came across your 'A' post.

### 5. Website

Your website is very important, it is the number one way to find

contact information about your company and in the future, it will also contain a lot of interesting posts and many funnels leading potential clients to your services.

### 6. Ways to contact you

You have to give this some thought. You want to make it as easy as possible for your prospective clients to contact you. Posting a mail address or a phone number on your site is probably not easy enough.

### 7. KPI Dashboard - Follow up on what works

Whilst working on your funnels, A, B & C posts, personas and SEO, you need to have a way of knowing what works and what does not.

Set up a KPI dashboard or use Google analytics for this.

### 8. CRM –Sales

The customer relation management system (CRM) is the interface where your sales department takes over the lead from the marketing department. Look into what your size of business needs, smaller companies can do with a simple excel spreadsheet while larger companies would need to implement a more standardized software.

### 9. Get the word out

#### a. Organic SEO

Organic searching is when people Google what is relevant to them and find your posts. This should be your main focus if you want a low-cost, easy-to-maintain marketing strategy. Organic search using SEO is long-lasting, as - if your posts are relevant - people tend to continue to click on them. Over time this will become cost effective.

#### b. Social media

Social media sites such as LinkedIn, Facebook and Instagram are great for you to promote your A & B posts. But how you market your posts should be different on different social media channels. Work out a simple strategy and keep to it. As the algorithms of all social media platforms are ever-changing and many of them now want you to sponsor your updates – it tends to be harder and harder to get your word out that way.

#### c. Mail list

Mailing has a big benefit apart from promoting your posts. It is also a very effective way to keep close to your current clients.

### 10. Spend money to speed up, or don't – both work.

With marketing, you can spend very large amounts of cash – or you can choose to do it on a shoestring. Both can work. If you want a lot of attention fast, you typically need to spend some money. This way you can buy Google AdWords and sponsored updates on social media.



If you are in it for the long run and keep on posting relevant information aimed at generating organic search results you will find you have a long-lasting and cost-effective digital marketing strategy. Even if you do not find the time to post for a while, the posts you have written will keep on producing leads without you doing anything further.

### MGI Worldwide members

Members of MGI Worldwide can log in to the [mgiworld.com](http://mgiworld.com) Member Area > White Paper section to read the extended version and access more information and insights about Revideco's digital marketing strategy, the results and statistics.



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