

The Pulse of e-Marketing for Accounting Firms

1. How E-Marketing Can Help Your Firm Grow and Prosper

- a. Utilizing e-marketing to boost business development opportunities, prospecting and client relationships
- b. Determining where you stand on the business development spectrum

2. Prospecting & New Business Opportunities

- a. Reaching beyond the basics with personalized, branded, steady communications
- b. Building top-of-mind awareness with your contacts
- c. Identifying, developing and nurturing new business opportunities
- d. Provoking contact from clients and prospects without having to pick up the phone
- e. Delivering important and timely tax and business information to your contacts on a regular basis
- f. Uncovering clients' needs and providing solutions before they go looking elsewhere
- g. Identifying prospects that have needs, know who you are, and would be willing to take your phone call
- h. Effectively marketing niche practice areas

3. Maximizing Your Value For Enhanced Client Relationships

- a. Showcasing the technical excellence offered by your exceptional group of partners and staff
- b. Highlighting your firm's people to bridge relationships and increase cross-selling opportunities
- c. Using targeted messaging and segmented content to maximize value and opportunities
- d. Identifying cross-selling opportunities and implementing strategies to grow your bottom line
- e. Helping your clients be more successful in running their companies

4. More Growth and Development Strategies

- a. Becoming a part of your clients' daily business routines
- b. Communicating with candidates for employment
- c. Measuring exposure and ROI from your marketing initiatives



About Gary Kravitz

As the Executive Vice President and a co-founder, Gary Kravitz is responsible for the company's inside sales group, as well as all sales and marketing. He is also a co-founder and executive vice president of The Profit Advisors, a business consulting firm that has trained hundreds of firms worldwide to maximize their profit potential. He has co-authored numerous books including All About Earnings, The Profit Game: How to Play - How to Win and 100 Ways to Win the Profit Game. Prior to The Profit Advisors, Gary was the CEO of a technology consulting firm that specialized in distribution automation.

About BizActions

BizActions maintains the pulse of e-marketing. We provide business development and lead generation solutions for your firm and your clients. As the leader in the field of business-to-business communications and e-marketing, we have the experience to help you accomplish your goals. We know what clients respond to and pride ourselves on being at the leading edge of technology and communications. BizActions is the **ONLY** complete communications system that includes original, professionally-written, industry-specific content. We provide immediate and trackable communication at a fraction of the cost of traditional marketing efforts. Join us and see how we can provide you with a powerful, effective and flexible suite of integrated tools that will help generate opportunities for your firm. For more information or to contact a representative, visit www.bizactions.com or call 866.240.8477.