

Communication Offering - 22 July 2021

Accountancy practices can no longer rely on clients simply walking in the door.

These days, there's very little loyalty to accountants or any other service provider. Clients go where they think they'll get the best deal, the best result or the best service.

By nature, most accountants are conservative people. As a group, they're generally reluctant to go out and shout about their services, but marketing and communication are now almost as important as the services you offer.

Any business must keep the 'hopper' of clients filled to stay in business and to grow. Invariably, some clients will drop out the bottom of that hopper and take their business to your competitors. That's just the nature of business. The objective is to keep that loss as small as possible.

If you're not already doing it, it's time for you to start communicating with your clients regularly. Clients want to know you're still there and that you have their interests at heart, other than just at tax time.

Social media and emails can be quite effective. Electronic newsletters can humanise your business and they work well too. The most effective form of communication is short targeted videos, but that is something you may want to build up to.

If you need help taking the first step, please feel free to give me a call on 0418 311011.

As a special offer to ESS BIZTOOLS clients, I'm willing to write or help you write your first customer email or newsletter without charge, but I will have to limit this offer to the first 10 firms that contact me.

I've also put together a low-cost package deal for editing a monthly video which would be hosted by you and delivered to your clients on the internet.

While some T&Cs apply, this package will give you an animated opener and closer and supporting graphics to give your firm's video a professional look.

Videos puts you in front of your client and they can be used to promote your services, or to educate your clients on aspects of finance and accounting that may affect them, such as Outstanding Debtors, Fringe Benefit Tax or Capital Gains.

If you're serious about building your company from the ashes of COVID-19 and recurring lockdowns and want to ensure you'll have a long and prosperous future – let's talk.

Brad Smart

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