



Fall 2003 AAM Membership Profile Survey

We are pleased to present you with the results of our Fall 2003 Member Profile Survey. These results are designed to provide you with some valuable insight into the membership, and allow AAM to better serve our members' needs.

Survey methodology:

AAM members were contacted to provide input to a short member profile survey in the Fall of 2003. These surveys were conducted through Zoomerang, a web-based survey company. 191 members responded to this survey, which resulted in a 35% response rate.

Did you know?

- AAM currently has 561 members
- The AAM membership includes 70 of the Top 100 Tax and Accounting Firms of 2003 (US)
- AAM members represent the following countries and territories:
 - Canada
 - Guam
 - Japan
 - United Kingdom
 - United States
- The following indicates the US regions represented by our total membership:

Western Region	65 / 11%
Central Region	169 / 30.9%
Southern Region	118 / 21.5%
Northeast Region	171 / 31.1%

Additionally, AAM is in the process of updating the membership database based on any new information we received from you in the survey. Your input is not only a resource to you in the accounting marketing industry, but critical to us to maintain the most accurate records of our membership.





Your continued willingness to volunteer time, insight and expertise contributes to make AAM the great organization that it is. Thanks from the AAM Board of Directors and AAM Headquarters.

1. There were 191 hits on the membership survey over the course of the survey. Of that 153 listed the international associations they were members of. The following firms are listed.

• Accounts Global Network	3 / 2%
• Alliot Group	2 / 1.3%
• Association of Management Consulting Firms AMCF	1 / .7%
• BKR International	3 / 2%
• Baker Tilly	12 / 8%
• BDO	10 / 7%
• CPAAI	7 / 5%
• CPASNET	1 / .7%
• CPAmerica	5 / 3.2%
• DFK	4 / 3%
• Enterprise Network	1 / .7%
• Ernst & Young	1 / .7%
• HLB	10 / 7%
• IA International	1 / .7%
• Int'l Group of Accounting Firms	8 / 5.3%
• INPACT	3 / 2%
• Jeffery Henry Int'l	3 / 2%
• Leading Edge	8 / 5.3%
• RMS McGladery Network	7 / 5%
• Midsnell Group International	1 / .7%
• Moore Stephens	4 / 3%
• Moores Rowland International	11 / 7.2%
• National Assoc. Certified Public Accounts Firm	1 / .7%
• None	31 / 20.3%
• Polaris	8 / 5.3%
• Premier	1 / .7%
• RAN ONE	2 / 1.3%
• SC International	1 / .7%





2. What are your primary areas of responsibility?

Marketing	69 / 90%
Sales	19 / 10%
Business Development	71 / 38%
Other	43 / 23%

Marketing		170	90%
Sales		19	10%
Business Development		72	38%
VIEW Other, Please Specify		43	23%

3. How many offices are you responsible for?

1 office	84 / 45%
2-4 offices	56 / 30%
5-10 offices	27 / 15%
more than 10	18 / 10%

1		84	45%
2-4		56	30%
5-10		27	15%
More than 10		18	10%

4. How many partners are you responsible for?

1-10	55 / 32%
11-20	47 / 28%
21-30	17 / 10%
Over 30	22 / 13%





5. To whom do you report?

Managing Partner	75 / 42%
Director of Marketing	25 / 14%
President / CEO	25 / 14%
Others listed	55 / 31%

(Chairman, Members, Self, Growth Partners, Principals, Sr. Partners)

6. Approximately what percentage of you firm's gross annual revenues are dedicated to the marketing budget?

Less than 2%	58 / 33%
2.1 - 4%	62 / 36%
4.1 - 6%	10 / 6%
6.1 or more	3 / 2%
Not sure	41 / 24%

Less than 2%		58	33%
2.1-4%		62	36%
4.1-6%		10	6%
6.1% or more		3	2%
Don't know/not sure		41	24%
Total		174	100%

7. All 191 participants listed the information of their managing partners.

8. In what year did you begin your career in accounting marketing/business development?

1978-1988	9 / 11%
1989-1999	60 / 72%
2000-2003	15 / 18%

9. In what year did you join AAM?

Prior to 1990	15 / 8%
1996-1999	28 / 16%
2000-2003	132 / 72%

10. 77 members reported having written books, articles, or given speeches on accounting marketing and/or other sales topics.

11. List AAM activities in which you have been involved. Listed are some of the following:

- MarkeTrends
- Public Relations
- AAM Conference
- AAM President
- Education Committee
- Founding Board Member
- AAM New York Chapter Meetings
- Host Committee
- Conference Speaker Selection
- President of Local Chapter
- AAM-MAA Committee

12. 53 members shared AAM success stories. Listed are some of the following:









- Wealth if information on the listserv.
- Helped us to grow in Marketing.
- Exhibiting at annual conferences has helped our business to grow.
- Develop a close network of friends.
- 1st place winners of the Marketing Achievement Awards.
- Great team incentive program within our office.
- Meeting vendors to provide us with helpful tools to be more successful in our industry.
- Gained valuable insight from my peers.

13. 30 members listed new things they would like to see AAM do in the future. Listed are some of the following:

- Send out conference questionnaires.
- Conduct more annual or regional meetings
- Bring ideas outside of the accounting industry
- More teleconference educational calls
- Add addition chapters in NY or NJ and San Francisco Bay area
- Roundtables solely for those doing acct/mkt for more than 10 years
- More diverse source of stories from the AAM membership
- Have sessions with vendors for new information for Accounting Marketers.

14. If you would like to become more active in AAM committee, indicate your area(s) of interest.

PR/Communications	15 / 17%
MarkeTrends	10 / 11%
Web Site	7 / 8%
Membership	5 / 6%
Chapter Development	12 / 14%
Education	19 / 22%
Conference	33 / 38%
N/A	27 / 31%

PR/Communications		15	17%
MarkeTrends		10	11%
Web site		7	8%
Membership		5	6%
Chapter Development		12	14%
Education		19	22%
Conference		33	38%
N/A		27	31%

15. 13 responded that they knew others in the accounting profession who could benefit from AAM membership.

16. Of 174 responses MarkeTrends was ranked as follows:

MarkeTrends was rated accordingly to the following categories base on a response of 174 participants:

	Poor	Avg.	Good	Great	Excellent
Overall value		6%	39%	39%	16%
Content		6%	42%	37%	16%
Timeliness	2%	9%	42%	33%	13%
Relevancy		6%	35%	41%	18%

17. 47 members listed new features that could be useful to include in each issue.

- 15 great ideas in 15 minutes
- More guest writers
- More resources
- Include Market “tips” in each issue
- More case studies
- Tips on how marketers can better communicate
- Featured interviews with AAM award winners and marketers
- Advisory board section
- Book summaries
- Feature new members

18. What new things would you like to see AAM do in the future? List are some of the following:

- Keep up the conference.
- Conduct more annual or regional meetings.
- Hold more educational teleconference calls.
- Have sessions at annual conference for vendors.
- Small targeted sessions that have roundtable on targeted topics and national speakers.
- Increase working relationship with AICPA.
- A Marketing / Managing Partner event.
- Develop more local chapter across the U.S.


19. Do you have past issues of MarkeTrends?

Yes 157 / 88%
 No 21 / 12%

Yes		157	88%
No		21	12%

20. If you were to receive MarkeTrends via E-mail, would you continue to save past issues?

Yes 97 / 55%
 No 79 / 45%

Yes		97	55%
No		79	45%

21. How would you prefer to receive MarkeTrends.

U.S Mail 104 / 58%
 E-Mail 74 / 42%

U.S. Mail		104	58%
E-mail		75	42%

22. Would you be more or less likely to forward your copy of MarkeTrends to others at your firm if you receive it via E-mail than if you receive it via US Mail?

More likely 119 / 66%
 Less likely 20 / 11%
 I don't forward it 41 / 23%

More likely		119	66%
Less likely		20	11%
Doesn't matter, I don't forward it		41	23%

23. 59% were unaware that MarkeTrends is available on the AAM Web site.