

The Branding Process

A professional firm becomes branded by the reputation and performance of its professionals over time.

The more accountants with credible reputations within your firm, the better.

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The Prism

Talent is the Product

A Professional Service Firm is a Product Marketer


Help Your Firm Attract the Best Talent & Help Your Talent Win New Business (You'll Generate More of Both)

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The Purpose

Use uncontrolled, and therefore credible, participatory channels to create, influence, and maintain LUCRATIVE RELATIONSHIPS.


“To make my firm money”

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The Approach


STOP: “Doing” Public Relations
vs.
START: “Using” Public Relations

This is not about creating clips for clips sakes. Ask yourself: How is what I'm doing going to help my firm create, influence, or maintain a lucrative relationship?
If it won't help, tell your firm you're going to save money by spending its resources elsewhere.

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The Strategies

SMART PR
&
PR-Fueled Business Development


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Recent Research

BTEHC MARKETINGSALES PYRAMID
Top 10 Activities for Sales Consideration



From: The Advisory Group, "The Activities in Which Clients Spend Most of Their Budget for an Activity" (2011)

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What's News?

- **Proximity:** Does the news affect the outlet's audience?
- **Impact:** How much does the news affect the outlet's audience? More impact = Higher news value.
- **Unusualness:** Is the news different from the ordinary? More unusual = Great news potential.
- **Timeliness:** How current is the news?
- **Prominence:** Who is involved?
- **Conflict:** Tension = News.

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Typical

On July 1st, the accounting firm of Boring & Dull will sponsor a seminar regarding the tax ramifications of the Obama administration's new health care reforms.

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Creative

While the overall effect of the Obama administration's health care overhaul remains to be seen, the bill's tax ramifications will be plentiful.

"One of the most striking things is the degree to which high net worth individuals will pay for this new bill," explained Steve Exciting of the accounting firm Savvy, Power & Wealth. "It's a staggering departure from the Bush tax cuts, and it's going to cause some big challenges down the road."

On July 1st, Savvy, Power & Wealth will sponsor a seminar to help high net worth individuals navigate the tax hurdles posed by health care reform.

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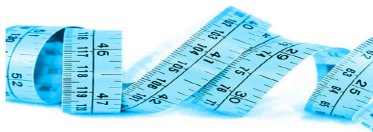
6 Ways to Maximize Effectiveness

- Measure What Matters
- Think in Campaigns
- Develop Branded / Strategic Content
- Harness Web 2.0
- Leverage Success
- Evangelize Public Relations as a Biz Dev Tool

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Measure What Matters



- Ad equivalency measurements and fat clip books are meaningless to accounting firms.
- Reach is not as important as credibility.
- Where's the RFI? "Relationships From Investments"

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Think in Campaigns

- Focus on narrow, niche issues.
- Position your talent as "experts."
- Create blogs, white papers, webinars, podcasts, etc. around an issue.

Benefits:

- Strategic
- Easy to Measure & Manage
- Relevant to Management
- Attracts Clients
- Material for Reprinting and Distributing (PR-Fueled Biz Dev)

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Develop Branded Content

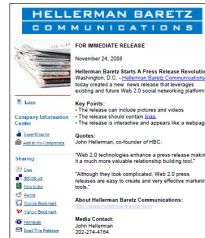


Bringing expertise to the market is made safer when firms do it through branded and strategic content.

Talent can walk; firm-owned, branded content can't.



Harness Web 2.0



- Make getting the info easy.
- Give reporters options.
- Don't hold back information they are going to get in time anyway.
- Recognize the credentialing power of your prospects' social networks; a reprint from an unknown media outlet referred by a "friend" can be more powerful than one from the *Wall Street Journal* he finds on his own.



Leverage Success



These aren't just nice placements. They are excuses to connect with people. Use them as valuable selling tools that create, influence, and maintain lucrative relationships.

(Create only what is worth reprinting and sharing.)



Social Platforms "Rockets"



Putting it All Together



Putting it All Together



Evangelize PR as a Biz Dev Tool



**Transform Your Firm's Reluctance into Expectation. Make It See PR as an Opportunity Rather than an Obligation.
(Done Right, PR can be Priceless)**

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Q & A



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