

Accountancy Firm Content Plans

kick ass

Get ahead of your competition with award winning, algorithm busting, content.

Whether you're local, national or global, one thing is certain, tax season is hellish. Hopefully it's hellish because you're so busy. But, busy or not, the seasonal nature of accounting necessitates taking a different approach to new business development for both referral and direct business. The difference between being hellishly busy and hellishly quiet comes down to proactive marketing. Busy can flip to quiet in a hot minute if you aren't out there consistently.

Not only have we been helping accountancy firms for nearly 30 years, but we win lots of awards because our content plans work. Everything we do is drenched in neuroscience (behavioural design), so we know it's speaking to emotional (and illiterate) brain. It's the jump you need to push the competition into the dark recesses of your prospects' brains.

All you have to do is approve it; we'll do the rest.

100% done for you.

100% unique.

100% kick ass.



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Accountancy Firm Content Package

Every monthly package is different, because we craft plans to suit your needs and resources. Here's what a typical monthly package looks like.

18 mixed social posts/month.

Includes strategic support to help define the focus of your content and create a campaign style that will kick your competition into touch.

4 x blog posts/month

Optimised to support your key services and regional position.

1 x LinkedIn long article/month

Essential when combined with other LinkedIn posts throughout the month - aligned to support to your sales objectives.

Monthly Email Blast

We'll keep you active in your prospects' inbox with engaging content, that screams to be opened.

Social Channel Management

We will upload all content (including blog posts), and keep an eye on messaging and comments as required.

Quarterly Content

We will also create a new lead magnet every quarter to help you stay out in front of the pack. It could be a white paper, a webinar or an event. Whatever works for you.

Contact: joanne@barklikeabigdog.com

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