

Effective marketing for small, medium and large budgets

Webinar // 15 July 2021

Collaboration between:



base
creative

Agenda for today's session

How much should your firm spend

Activities for yearly marketing budget of up to £5K

Activities for yearly marketing budget of £5K - £10K

Activities for yearly marketing budget of £10K - £20K

Q&A

Collaboration between:



Who we are



Abby Webb

Search and Content Consultant

Account Manager

6 Years



Iain Scott

Director

18 Years

Base Creative

18 Years

Established in 2003, we have a wealth of digital experience.

190 Launches

We've created and launched over 190 websites.

Notable companies we've worked with



ICPA x Base Creative survey Results recap

Collaboration between:



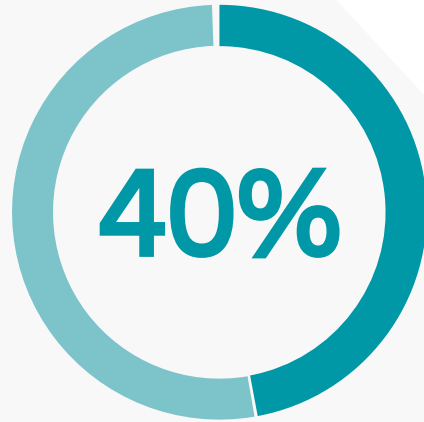
base
creative

Knowing More

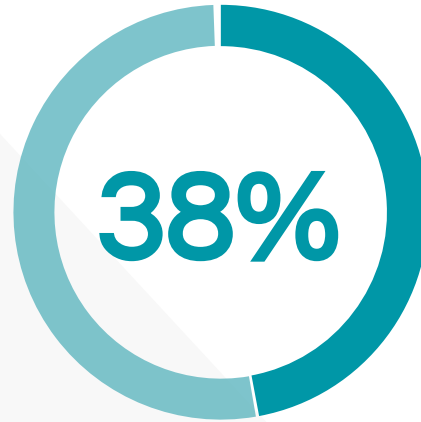
Key stats

- Growing local awareness was the most popular answer (40% of respondents)
- Social media (38% total) came second - primarily LinkedIn (29%) and Facebook (21%)
- Content writing (36%) and email marketing (32%) followed

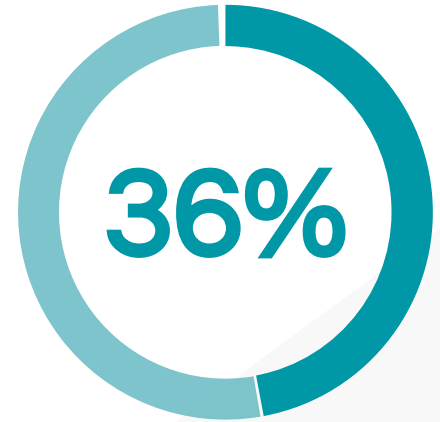
What would ICPA firms like to know more about?



Growing local awareness



Improving social media



Writing high quality content

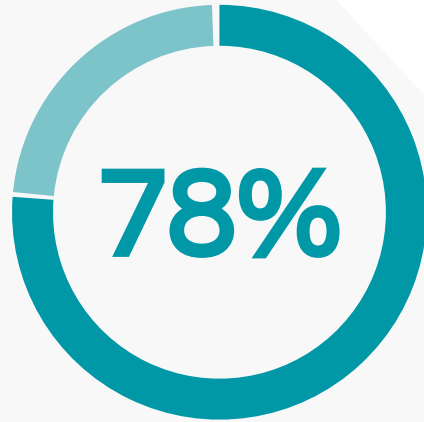
Collaboration between:

Knowing More

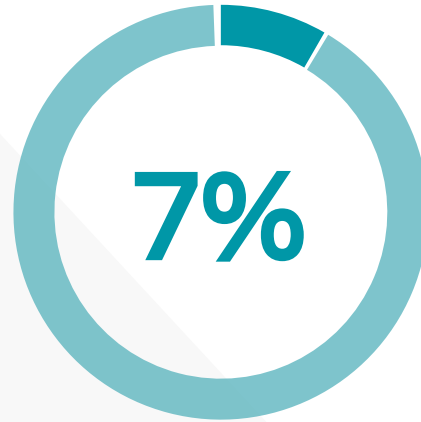
Key stats

- The mean average marketing budget between those that financially invested in marketing was £3,889 a year

What is the yearly marketing budget for ICPA members?



Spend less than
£5,000



Spend
£5,000 - £10,000



Spend
£10,000 - £25,000

Collaboration between:



All ICPA x Base Creative Survey results



Up to £5,000 a year
(£400 per month)

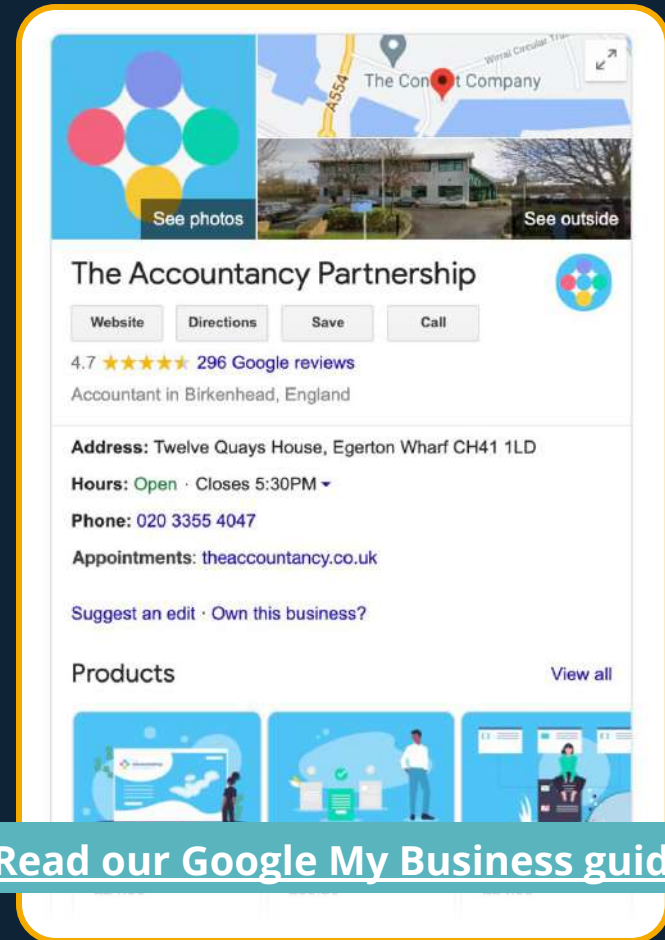
Up to £5,000 budget

Google My Business

Organic social media

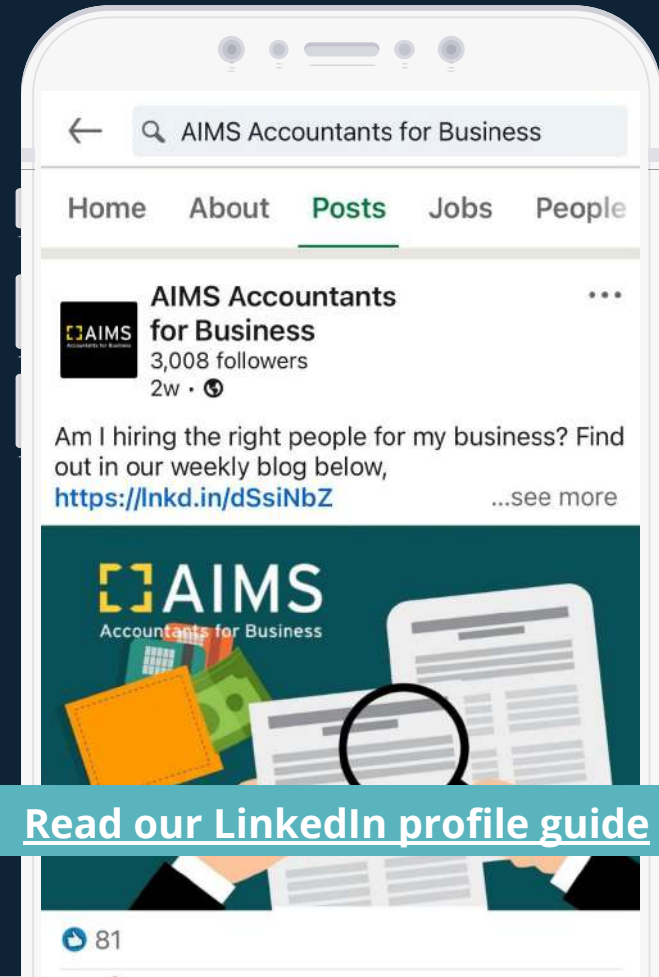
Google My Business

- 46% of all searches are for local information
- 1031% increase on searches for “accountants near me” since 2016
- Visit google.com/business and set up your free profile
- Fill out all the required fields for the best chances of appearing in Google
- Create weekly posts and offers
- Request reviews from clients regularly
- **Cost:** free



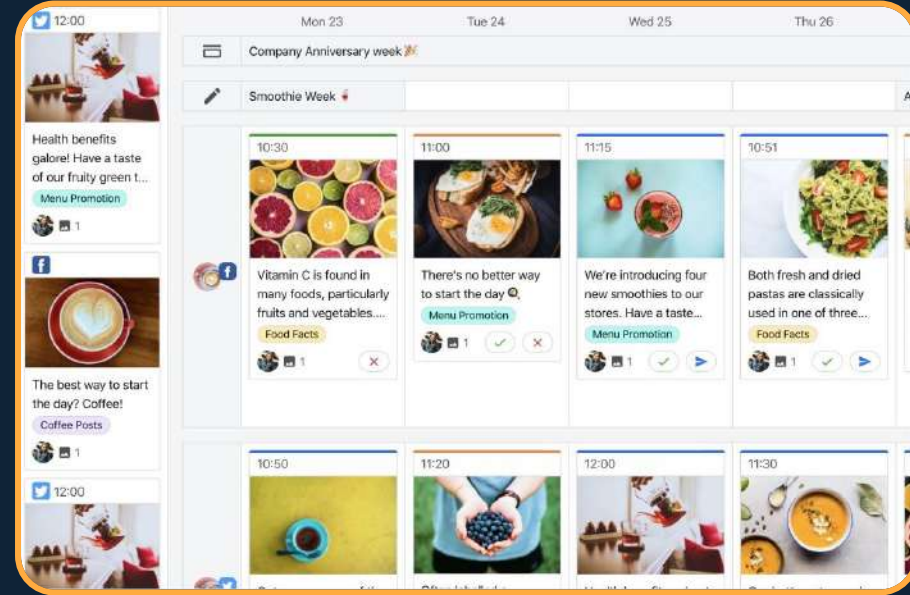
Organic social media

- **Focus your efforts on LinkedIn:**
 - 40% of users visit LinkedIn daily
 - 29 million users in the UK
- **What you can do:**
 - Post on your Business page
 - Join and interact in Groups
 - Optimise your profile for networking
- **Costs to consider (per month):**
 - Outsourcing social content (£100-£200)
 - Social media scheduling tool (£20-£100)
 - Stock imagery / creative assets (£10-£100)



Recommended tools

- **Social media schedulers:**
 - Hootsuite
 - Buffer
 - CoSchedule
 - ContentCal
- **Stock imagery sources:**
 - Unsplash
 - Pixabay
 - Shutterstock
- **Graphic design tools:**
 - Canva
 - Adobe Creative Suite





£5,000 - £10,000 a year
(£800 per month)

£5,000 - £10,000 budget

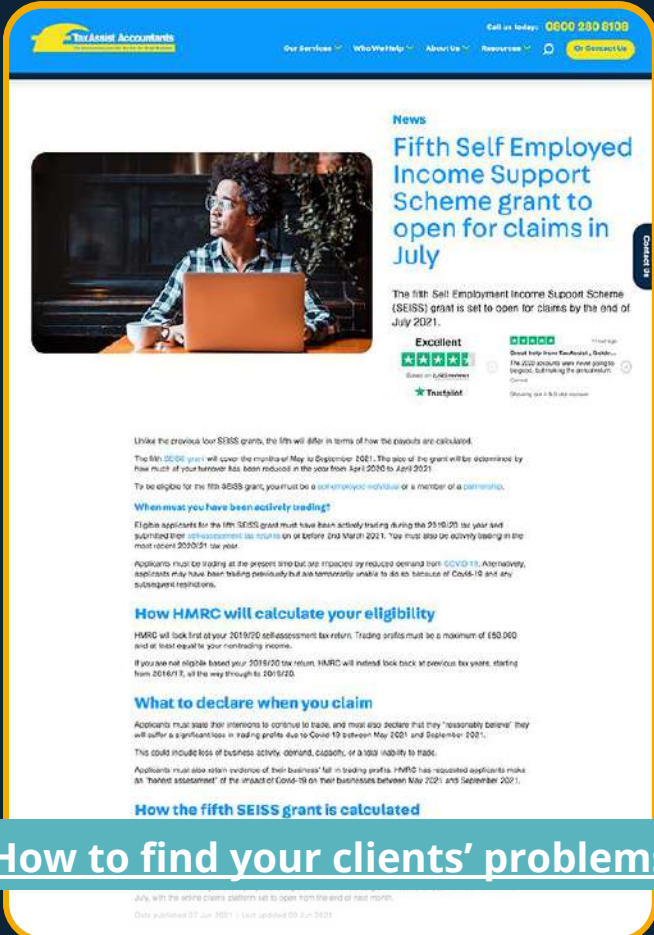
Google My Business

Organic social media

Content marketing

Content marketing

- Create content that answers your clients' problems and helps with SEO keywords
 - Ask clients or use tools online
- Add contact information and make the author's qualifications clear for [YMYL](#)
- Fact check before publishing
- [Review and update old content](#)
- **Costs to consider per month:**
 - Outsourced content writer (£200-£400)
 - Keyword research tool (£100)
 - Question tool (£100)



The screenshot shows a news article on the Tax Assist Accountants website. The article is titled "Fifth Self Employed Income Support Scheme grant to open for claims in July". It includes a photo of a man working on a laptop. The article text discusses the grant's eligibility criteria, how HMRC will calculate eligibility, and what to declare when claiming. A blue banner at the bottom of the screenshot reads "How to find your clients' problems".

News
Fifth Self Employed Income Support Scheme grant to open for claims in July

The fifth Self Employment Income Support Scheme (SEISS) grant is set to open for claims by the end of July 2021.

Excellent
Trustpilot

Unlike the previous four SEISS grants, the fifth will differ in terms of how the payouts are calculated. The fifth SEISS grant will cover the months of May to September 2021. The size of the grant will be determined by how much of your turnover has been reduced in the year from April 2020 to April 2021.

To be eligible for the fifth SEISS grant, you must be a self-employed individual or a member of a partnership.

When was your business actively trading?

Eligible applicants for the fifth SEISS grant must have been actively trading during the 2019/20 tax year and submitting their self-assessment tax return on or before 31st March 2021. You must also be actively trading in the month ending 30/06/21 tax year.

Applicants must be trading at the present time but are impacted by reduced demand from COVID-19. Alternatively, applicants may have been trading previously but are temporarily unable to do so because of COVID-19 and any subsequent restrictions.

How HMRC will calculate your eligibility

HMRC will look first at your 2019/20 self-assessment tax return. Trading profits must be a maximum of £50,000 and at least equal to your non-trading income.

If you were not eligible based on your 2019/20 tax return, HMRC will instead look back at previous tax years, starting from 2016/17, all the way through to 2019/20.

What to declare when you claim

Applicants must state their intentions to continue to trade, and must also declare that their "reasonable belief" they will suffer a significant loss in trading profits due to Covid-19 between May 2020 and September 2021. This could include loss of business activity, demand, customer, or a loss of ability to trade.

Applicants must also state evidence of their business' fall in trading profits. HMRC has requested applicants make an "honest assessment" of the impact of Covid-19 on their businesses between May 2020 and September 2021.

How the fifth SEISS grant is calculated

July 2021 the online claims platform will be open from the end of next month.
Date published 27 Jun 2021 | Last updated 03 Jun 2021



How to find your clients' problems

Recommended tools

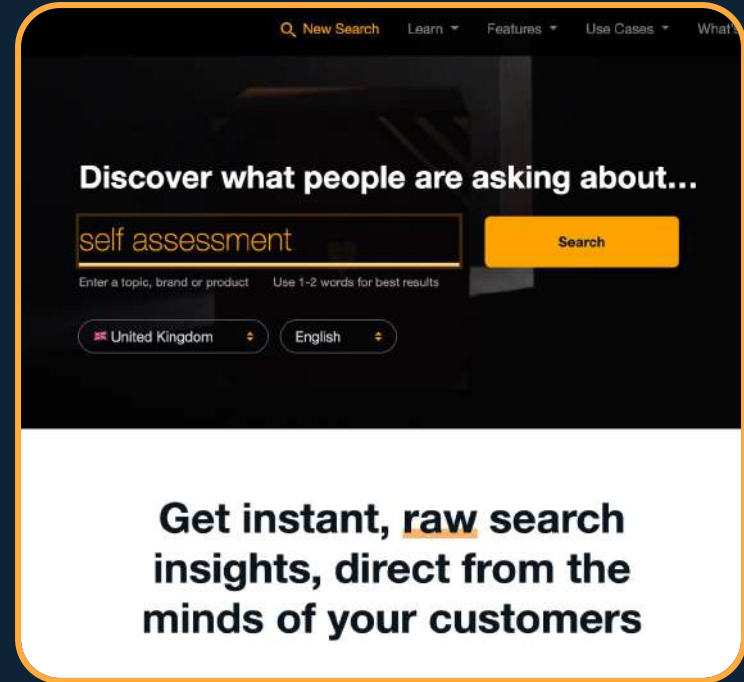


- **Keyword research tools:**

- Google Keyword Planner (free)
- Semrush
- Moz
- Ahrefs

- **Question research tools:**

- Google Suggest (free)
- Google Trends
- Answer The Public





£10,000 - £20,000 a year
(£1,500 per month)

£10,000 - £20,000 budget

Google My Business

Organic social media

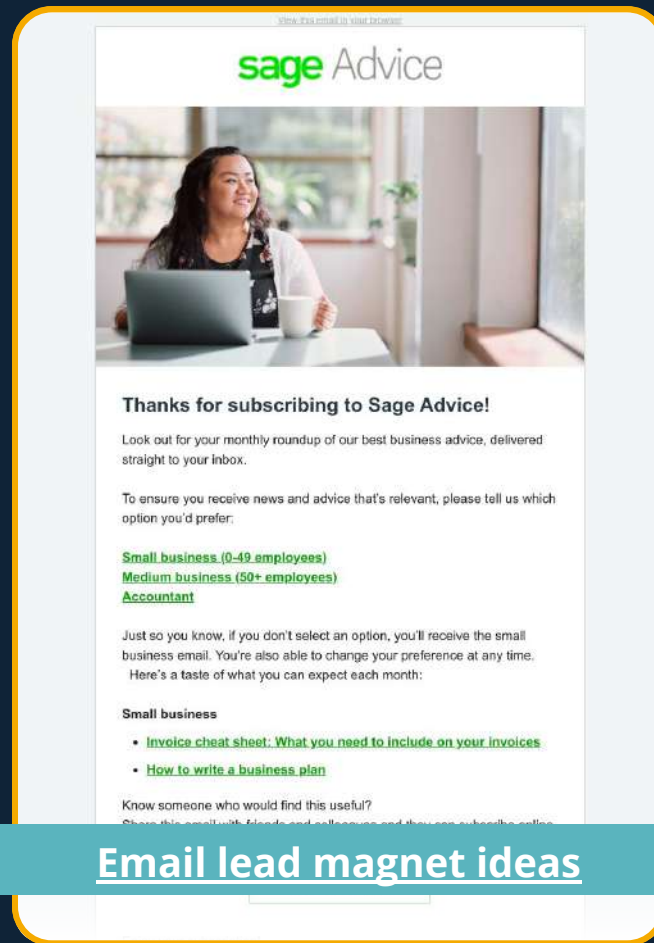
Content marketing

Email marketing

Local Google Ads campaign

Email marketing

- **Why is email marketing important?**
 - 42x ROI on email email marketing
 - Great for client retention
 - Drive traffic to your website
- **What should you send?**
 - Reminders - e.g. key dates
 - Upcoming events
 - Resources (from content marketing)
 - Segment by business type
 - Automated emails
- **Costs to consider per month:**
 - Email marketing tool (start at £15)
 - Stock imagery / creative assets



Email lead magnet ideas

Recommended tools



- **Email marketing platforms:**

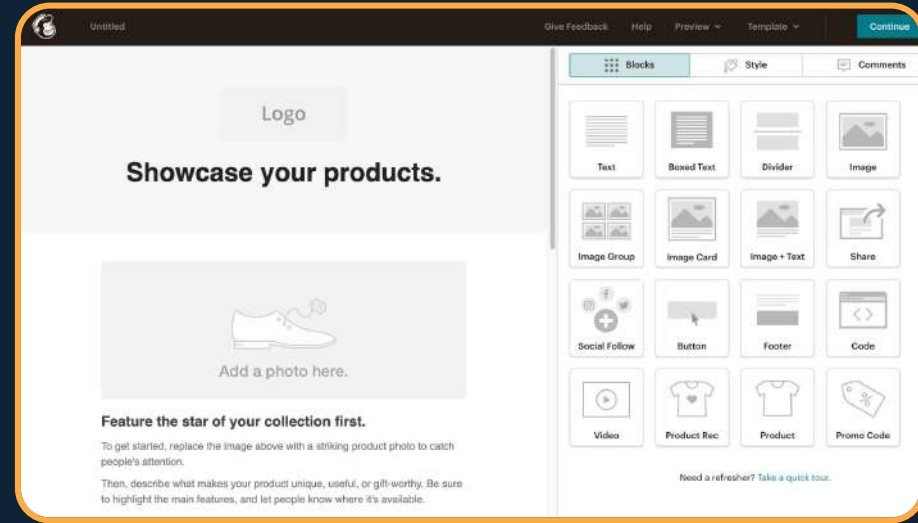
- Mailchimp
- HubSpot
- Campaign Monitor

- **Stock imagery sources:**

- Unsplash
- Pixabay
- Shutterstock

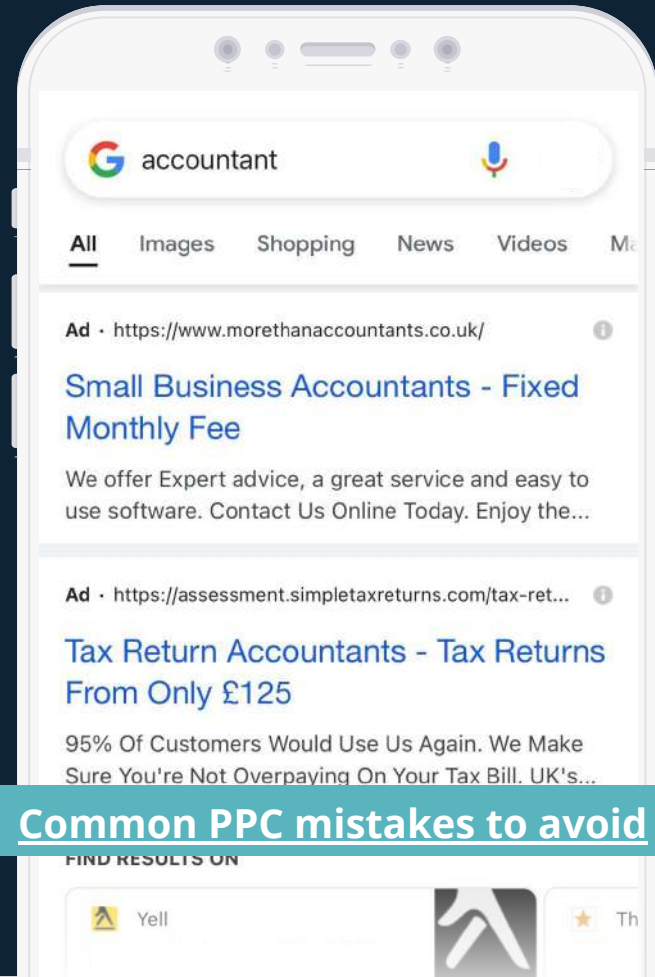
- **Graphic design tools:**

- Canva
- Adobe Creative Suite



Local Google Ads campaign

- **Average finance industry metrics:**
 - [£2.71 cost per click](#)
 - 4.17% conversion rate
- **Getting started:**
 - Choose relevant keywords
 - Write high-performing ads
 - Lead searchers to your landing page
 - Make it easy for leads to get in touch
- **Costs to consider per month:**
 - Advertising budget (£600-£1000)
 - Outsourced PPC campaign manager (£1000)
 - Landing page creation
 - Keyword research tool (£100)



Common PPC mistakes to avoid

Upcoming webinar & training sessions



FREE 17 June 2021

Improving local awareness in Google

For smaller firms, local awareness is key. With 40% of ICPA firms interested in **growing local awareness**, this session will focus on how you can use **Google's business tools** to improve your discoverability in the **local area**.

[Watch replay](#)



FREE 15 July 2021

Effective marketing for small to large budgets

This session will look at which digital marketing activities ICPA firms should prioritise based on their **yearly marketing budgets**. We'll explore what firms can do with £5K, £5-£10K, £10-15K and £15-20K budgets.

[Watch replay](#)



FREE 19 August 2021

How to cut time spent on marketing in half

38% of respondents said time was a barrier to their marketing activity, so in this session, we'll share easy **time-saving strategies** that all ICPA firms can introduce, like **automation** and **content repurposing**.

[Register for free](#)

Thank You

Collaboration between:



base
creative

basecreative.co.uk
hello@basecreative.co.uk
020 7359 0005