

A smartphone with a brown leather case is the central focus, displaying a digital clock showing 11:12 AM. The background of the phone screen is black with large white and blue numbers. To the right, a white coffee cup with latte art is partially visible. The entire scene is overlaid with a semi-transparent blue geometric pattern of triangles.

# How to cut time spent on marketing in half

Webinar // 19 August 2021

Collaboration between:



base  
creative

# Agenda for today's session

How much time should you spend marketing

Automation in marketing

Content repurposing

In-house or outsource?

Q&A

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# 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

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## Knowing More

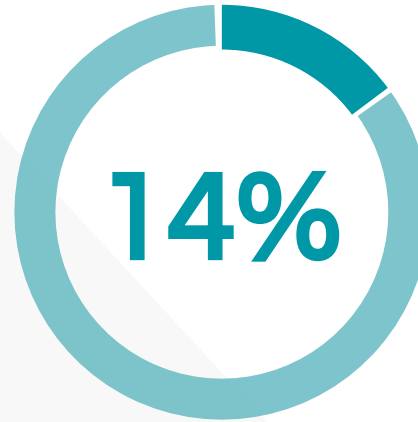
### Key stats

- Lack of time and/or marketing knowledge were cited more than any other challenge - 47% of firms mentioned one or both.
- 38% of firms don't have the time
- 14% feel they don't have the knowledge needed

## What are the marketing challenges firms have?



Lockdown



Knowledge



Time

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## Knowing More

### Key stats

- 47% of respondents allocated no time towards marketing efforts
- 16% invest over half a day a week
- 8% invest 2 or more days each week

## How much time do firms allocate to marketing each week?



Struggle to find  
time

1 - 4 hours

5 - 8 hours

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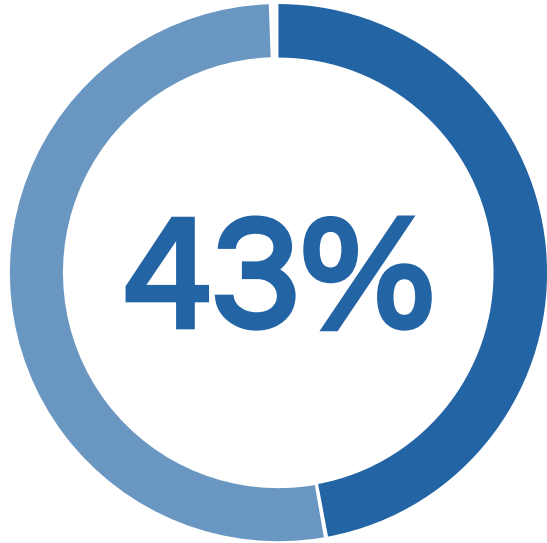
All ICPA x Base Creative Survey results



How much time should you  
spend on marketing?

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# How much time is spent on marketing?



of small businesses spend 6 hours per week on marketing.

Source: Vertical Response



# To grow your firm by 10% a year



## 8-10 hours

or 5 marketing activities per week

Source: Accounting Today

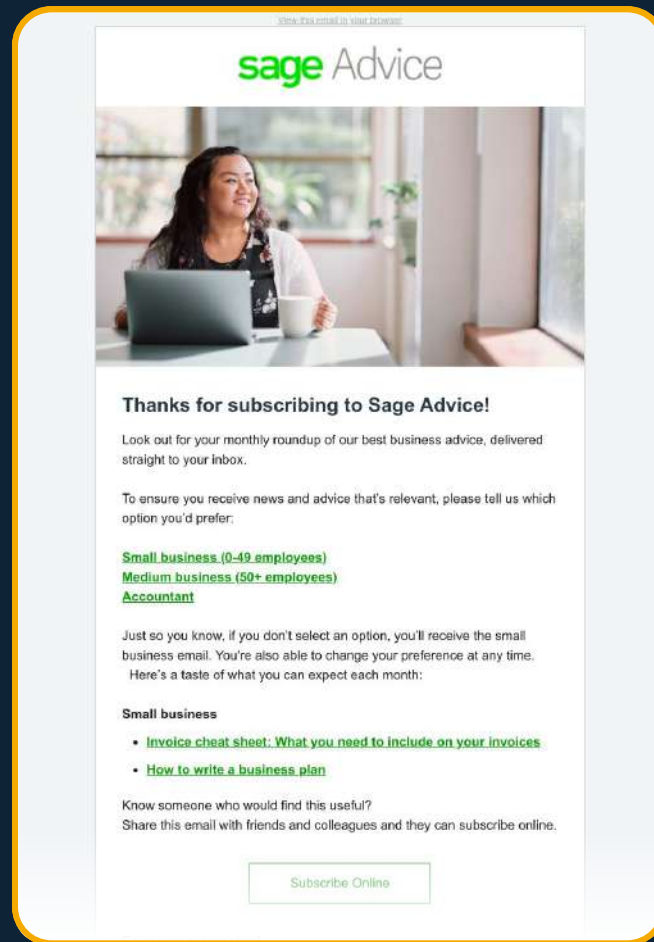


# Automation strategies

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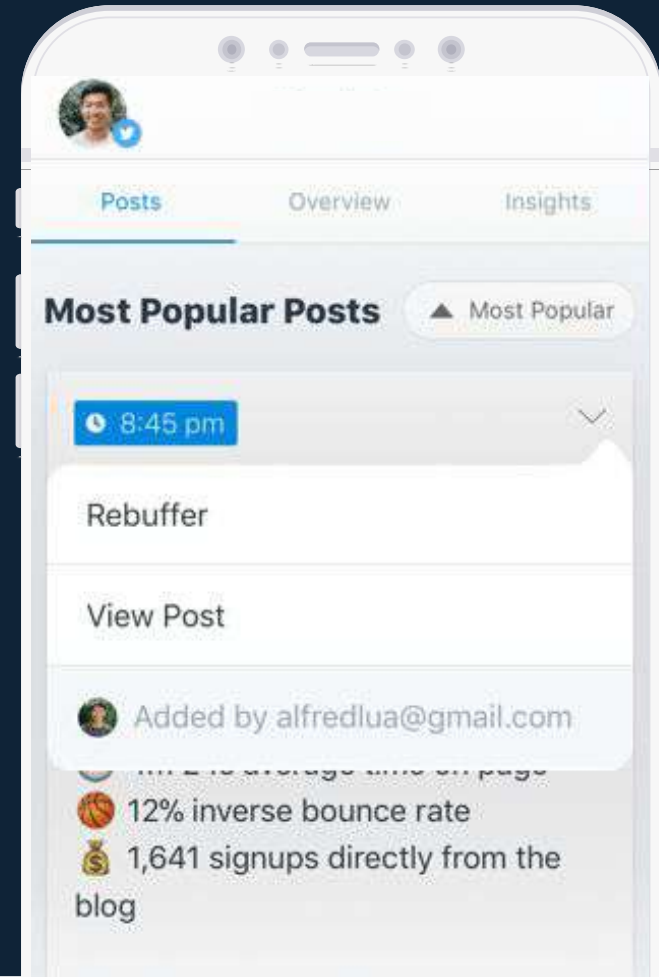
# Email automation

- **What is email automation?**
  - Send time or action triggered emails to subscribers with relevant information, not manually sent out
  - Reduce time spent on emails
  - Improve customer retention rate
  - Makes your marketing efforts scalable
- **How can accountants use email automation?**
  - Welcome email sequence
  - Exclusive offer/information for best clients
  - Re-engagement campaigns



# Social media automation

- **What is social media automation?**
  - Time-saving tools to schedule posts and curate content
- **How can accountants use social media automation?**
  - Batch content - schedule social media posts for multiple channels
  - Report and discover best performing content to republish
- **What should be avoided with automation?**
  - Chatbots - always respond personally!
  - Content creation
  - Buying followers



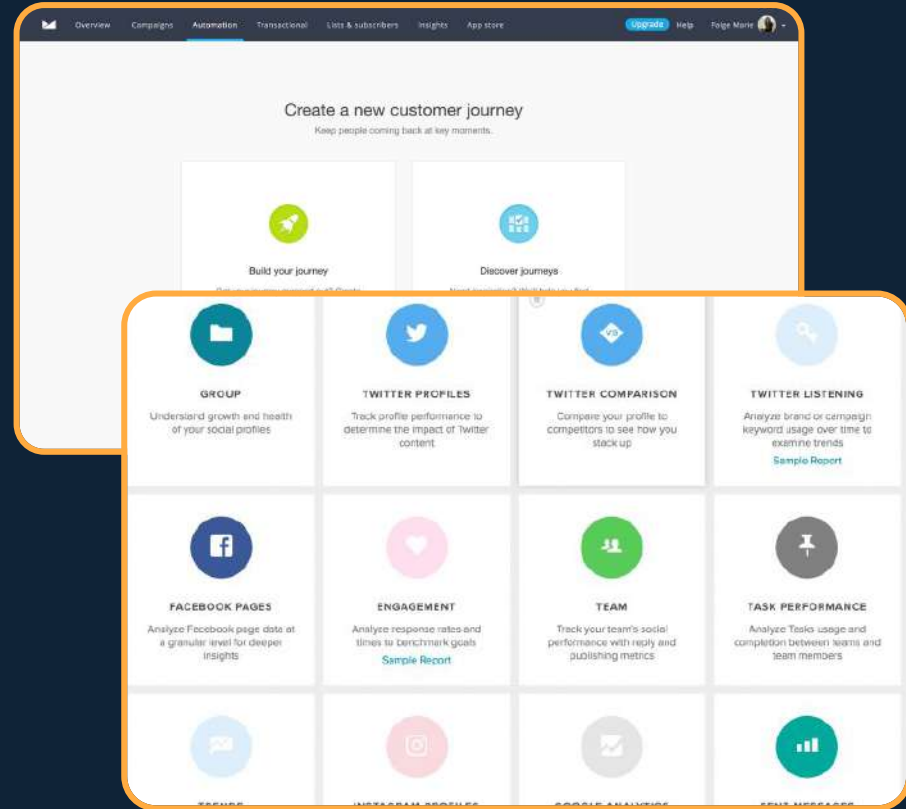
# Recommended tools

- **Email marketing platforms:**

- Mailchimp
- Campaign Monitor
- HubSpot

- **Social media schedulers:**

- Hootsuite
- Buffer
- ContentCal
- Sprout Social



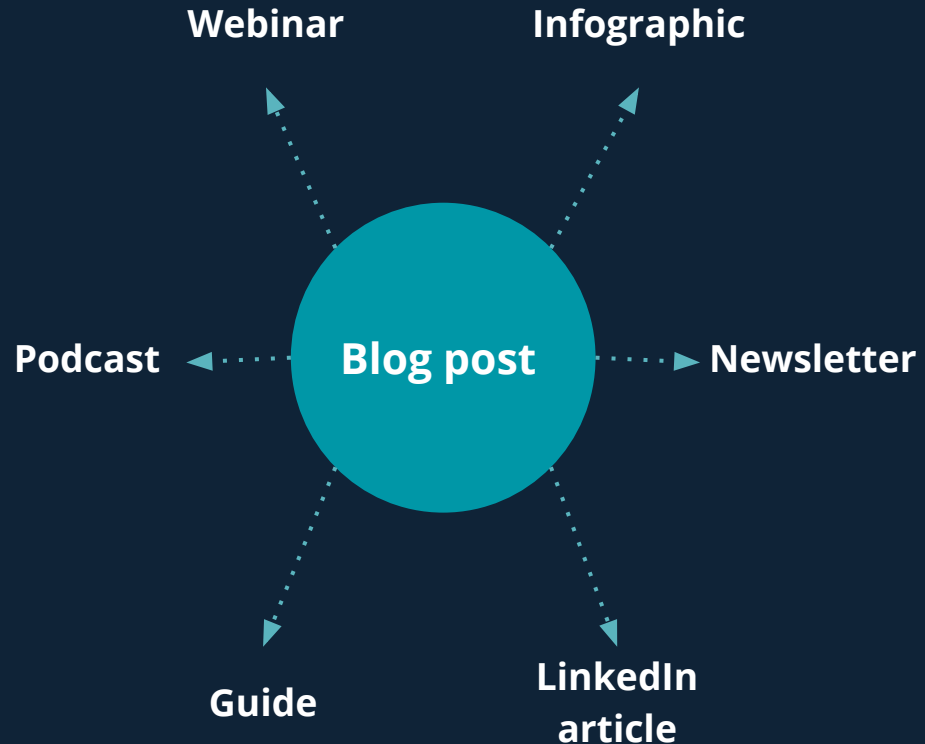
[Watch the replay of our session on marketing budgets](#)



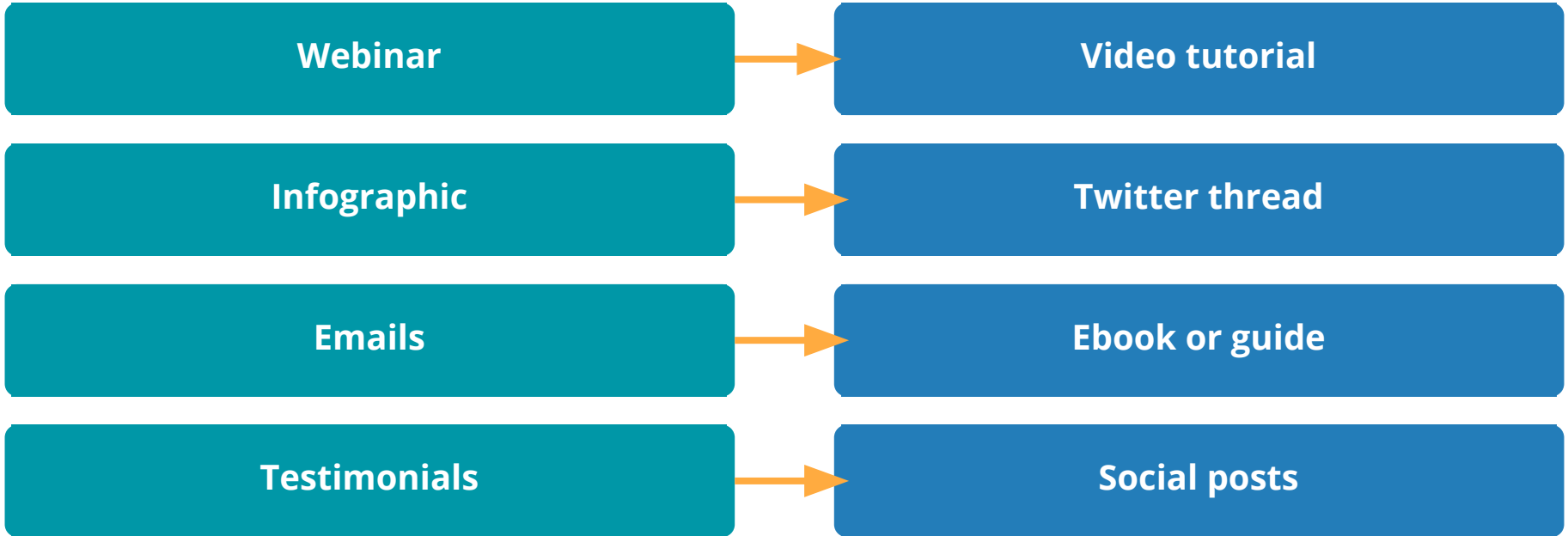
# Content repurposing

# Content repurposing

- **What is content repurposing?**
  - [Reusing old content](#)
  - Usually transformed from one format to another (e.g. a blog post becomes an infographic)
- **Why should you repurpose content?**
  - Reach a new audience
  - Get more exposure on your best content
  - Show content to those who missed it first time



## More examples





# Repurposing in action



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// Opinion

## How to create the perfect TikTok Ad

TikTok Ads are growing in popularity this year thanks to an increase in users across the platform ([there's now over 13 million](#)), new ad types being rolled out, and low cost per click compared to other social media platforms.

In fact, in a recent campaign we carried out across Instagram and TikTok, Instagram ads cost £0.20 per click, whereas TikTok only cost £0.06 per click on average.

Currently on TikTok, there are a number of ad types to choose from, including:

- In-Feed ads
- TopView ads
- Brand Takeovers
- Branded Hashtag Challenges

Today I'll be focusing on In-Feed ads. These are a great place to start when you're getting to know TikTok's advertising platform.

Read on to learn more about creating ads, advertising best practices, and scaling your campaigns up.

## What is a TikTok In-Feed Ad?

A TikTok In-Feed ad is an ad you'll be most familiar with, as it's very similar to the format you'll see across other platforms. TikTok In-Feed Ads can be up to 60 seconds long, and appear in between videos on the For-You page with sound on. The positioning of the ads will depend on the targeting criteria and budget set, and users will be able to comment, like and share these ads as they would with a regular TikTok video.



Preview - Don't make ads,  
make TikToks: Ultimate guide  
for using TikTok for Business

Inbox

 noreply  
to me

Hi Abby

A question I'm being asked more and  
more frequently is...

Can I run TikTok ads for my  
business?

The answer is **yes!**

TikTok ads are becoming more and

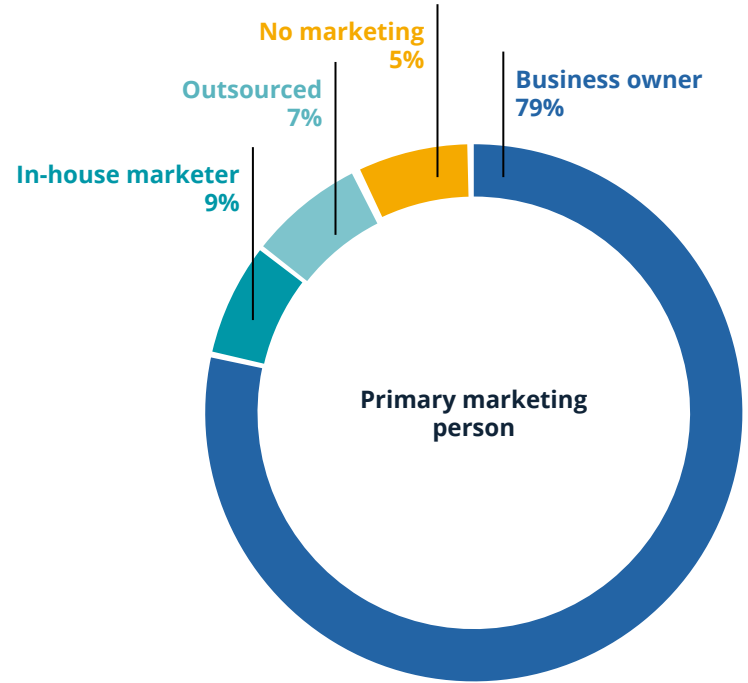


In-house or outsource?

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# Who is your primary marketing person?

- **79%** of firms rely on the business owner for marketing activity
- Out of all respondents, **7%** outsource all of their marketing. Their budgets ranged from £2K - £12K a year



## In-house

Activities that you can easily automate

Activities that you particularly enjoy -  
and have time to do every week

Activities that don't distract you from  
your work

Activities that you are highly skilled in

## Outsource

Repetitive, time-consuming activities  
that can't be automated

Activities that must be done, but you  
don't enjoy and keep putting off

Activities that you could do, but distract  
you from the big picture

Activities that require skills that aren't  
your forte

## In-house

Articles about industry news and team updates

Organic social media posting and engagement

Monthly email newsletter

Google My Business updates

## Outsource

Google PPC campaign

Organic search strategy

Paid social media campaign

Video production

# Webinar & training session replays



## 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 the replay](#)



## 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 the replay](#)



## 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**.

[Watch the replay](#)

# Thank You

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