

# LET'S TALK ABOUT LOVE

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MARKETING TIPS FOR B2B COMPANIES



PENHEEL MARKETING

# INTRODUCTION

Marketing can be great fun if you like doing that sort of thing.

However, as a business owner, it might not be fun for you.

That's why I've put this booklet "Love – Marketing Tips for B2B Companies" together just for you.

Inside you'll find:

- Four Social Media Ideas Your Fans Are Going to Love
- Why We Love A Marketing Plan (And You Should, Too!)
- 22 Marketing Tips to Implement in 2022
- A Dozen Storytelling Video Topics for Staff





# SOCIAL MEDIA

Here are some great tips to help keep fan engagement flowing all month long.

## Business Tips

Your clients' own businesses. They ask all kinds of questions throughout the year. Corral some of the most popular questions and share your responses in fun ways, like a Tip of the Week, Instagram story, short, animated video, or top-five blog.

## Using Humor

Humor is one of the best ways to create engagement on social media. Here are some ways you can leverage humor, yes, even in accounting.

Show a staff member opening a box of what looks like receipts and dropping his/her head to the desk; then post the meme on Facebook, Instagram, or Twitter.

You might also consider showing images of the strangest things people have tried to claim on taxes and put a Yes / No box on the ones they can/cannot claim. This could also make a fun Top-10 video feature

## Simple, But Effective

People love to answer questions. Try asking an open-ended question, such as "If I won the lottery, I would \_\_\_\_\_?"

### Sneak Peeks

Non-accountants may not understand what it means to be “in busy season.” So, show them. Photo collages, video clips of the office environment after a hard week, a 10-key with rubbed-off numbers, candles burned out, or weekend casual attire could shed some light.

February is a great month to get engaged (pun intended!). Why not start with your social media fans?

*Funny, interactive, and relatable content, as well as content that reflects a brand's values, performs best on social media and will see increased investment from marketers in 2022. - HubSpot*

<https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report>

# MARKETING PLAN

Several of our clients are moving forward with some marketing efforts they may not have tried before, such as online ads, video marketing, and other great marketing efforts.

Before we begin working with them, we often ask about their marketing plan and goals. Some have everything set up and know what they want to accomplish by when. Others have a kind of “deer-in-the-headlights” look, and have no idea what we’re talking about.

To help our clients and to help you prepare your marketing plan, here is a simple marketing plan goals cheat sheet to help you get started with your company’s marketing plan.

<https://bit.ly/marketing-goal-setting-cheat-sheet>



## Why a marketing plan?

No matter how old your business is, it's important to think about your marketing strategy for these reasons:

1. It helps you identify what makes your business unique.
2. It aids you in outlining how you plan to reach your target audience, via various media, while focusing on a goal.
3. It helps you to stay focused on what you want to accomplish, by when, and according to a measurement metric.
4. It articulates actionable tactics and measureable metrics to follow throughout the goal period.
5. It aids you in forming your day-to-day action plan and narrows your focus toward only those things that will help you to reach your goals.

## The Formula

Think of your marketing goals like a career goal. You want to accomplish something, by a certain date, to increase/decrease a measure. It looks like this.

1. Specify the goal, e.g., "I will increase leads by 20 percent."
2. Determine the timeline, e.g., "in the next quarter."
3. Identify the strategy you plan to implement to reach that goal, e.g., "...by combining online advertising and leveraging social media engagement to broaden my network."

## Wrapping it Up

A marketing plan is not meant to be just another "to-do" on your list. It's meant to help you gain a laser focus on your business goals and how you plan to accomplish them. Wavering from the plan takes time away from the goals and could compromise a business effort. That's not to say, stick with what's not working, but rather to have a clear idea of how long a marketing effort may take before it shows promise and adjusting your plan accordingly.

## Your Turn

When it comes to marketing planning, do you often find you wait until sales have slowed, or do you maintain and track a marketing plan all year that's tied to your business plan?

# 22 TIPS

For solo-preneurs and small business owners, here are 22 simple tips to help get your social media and digital marketing off the ground in 2022.

## Simple Tips

- Update your website copyright.
- Trademark your business name and unique products if you haven't already.
- Change your social media cover images (Facebook, LinkedIn, Twitter, and YouTube) with a fresh, new idea.
- Create a content theme calendar to help you stay focused throughout the year.
- Research unique and interesting quotes, stats, and filler content to help fill your monthly content calendar.
- Videotape quick tips and behind-the-scenes activities for your brand. Share them on Instagram, Facebook, and TikTok.
- Leverage online headline generators to knock your email subject lines and blog titles out of the park.
- Consider AI tools to help you generate new blog content each month.
- Develop landing pages in MailChimp or Constant Contact for lead generation and expanding your email list.
- Run an email or ad campaign in the evening to see how it compares to daily open and engagement rates.
- Review your product or service pages. Do they have a clear call to action? If not, refresh them.
- Consider and budget for a website refresh. It's not as hard as it sounds.

- Update your local business listing (Google and Bing) with new content, products, and links.
- Review your 2021 website analytics for content trends, keywords, and location. Then run a campaign focused on that research.
- Write a case study about a client's purchase or experience with your brand. Post it on your website and share it on social media.
- Reconnect with email slackers each quarter.
- Prepare and launch holiday marketing campaigns throughout the year. Keep your ideas simple and easy to develop.
- Incorporate an office mascot into your campaigns and share their "adventures" on social media, e.g., Penheel's Chief Furry Officer (CFO) Cooper.
- Record (video or audio-only) answers to common client questions. Then share answers on social media (hint: it's great for SEO).
- Post polls on your social media account(s) to gain more insight into your followers' pain points, likes, and trends.
- Try open-ended questions on social media for some fun and to find out more about your followers.
- Ask staff members why they love being part of your team. You can share responses as quotes, videos, or images.

Want more tips?



Join our  
monthly  
newsletter list  
and get them  
for free!

<https://penheel.com/free-monthly-marketing-tips/>



# STORYTELLING

Are you looking to create a video channel for your accounting firm? Here are twelve storytelling topics your staff will love to be involved in. These tips are also available...you guessed it...on our video channel.

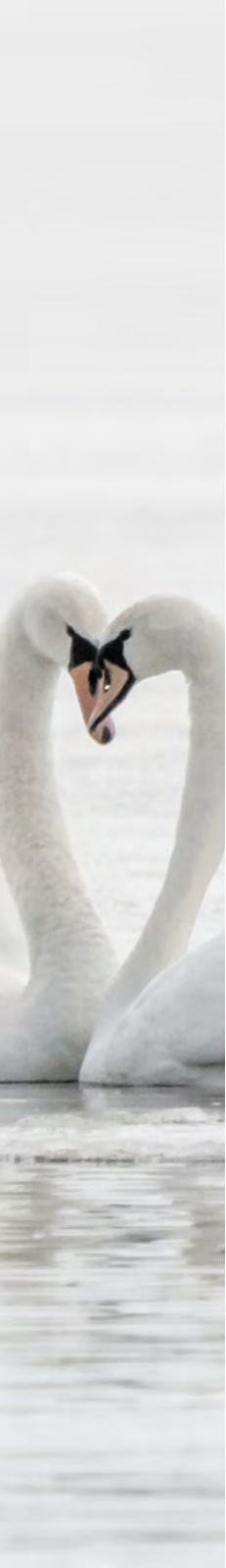
<https://www.youtube.com/user/PenheeMarketing>

First, create a monthly theme and ask for volunteers.

Here are some ideas for a year's worth of topics:

- Tell us about a hobby you have and how it helps you in your career.
- Do you have a pet? Be in our highlight reel featuring our staff and their pets.
- Why do you work in the accounting industry—no matter your role? We'd love to hear from you.
- If you could tell your younger self one thing about taxes, what would it be? Wrong answers only.
- Seeking QuickBooks Quick Tips – What is one QB tip clients will love?
- It's National Volunteer Day at our firm. Where will you be volunteering? Tell us about it and why you chose that organization.
- We're recruiting new talent. Tell us why you joined our firm.
- What do you love most about working here?
- What is one thing you wish more people knew about the accounting industry?
- What do your kids think you do all day at work? Let's ask them.
- What's your favorite local landmark, park, or museum, and why?
- Tell us one piece of money advice you would tell your younger self.

Are you using video in your firm's marketing initiatives?

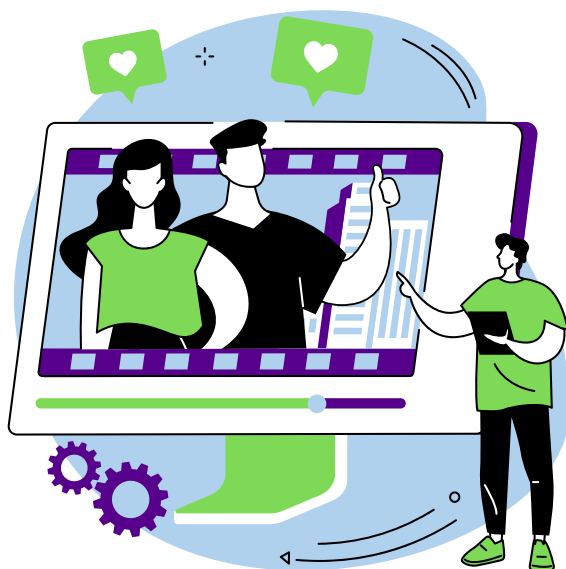


# MAKE CLIENTS THE HERO

Marketing is about building relationships and engaging with your clients. When clients see themselves in your company's content, whitepapers, video stories, and more they are inclined to engage with your brand.

One of the best way to encourage clients to demonstrate their "love" for your brand is to repeatedly tap into what they need, how you can solve it, and demonstrating you understand who they are.

Now go out there and make clients heroes for your brand.



# Penheel Marketing

Since 2011

*Building marketing  
muscle for CPAs and  
small business owners.*

Penheel Marketing helps  
CPAs and small business  
owners to build muscle –  
marketing muscle – to  
increase their online  
search factor.

We are a marketing firm that takes care of its clients while attending to their needs virtually. This gives us the opportunity to spend our time working on your projects with some of the most creative minds in the profession. We also leverage skill sets from across the country.

So, when you work with Penheel Marketing you get exceptional service, personalized client care, dedicated professionals, and a staff who works any time, anywhere.

Social Media  
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Training / Public Speaking

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