



Practice Advancement Program

Marketing Strategies Part 2

Course Description

Building on the foundations of Part 1 and the Referrals Workshop, this 4-session course is designed for accountants, bookkeepers, and tax professionals ready to grow their practices with advanced, long-term strategies that will set their practices up for success. Dive deep into lead generation options, exploring strategies to attract your ideal customer. Learn to nurture relationships, keeping your audience engaged and converting leads into loyal clients. Strengthen your reputation to become the trusted, go-to expert in your field. This course provides actionable insights and tools to build a sustainable, growth-oriented marketing plan. If you're ready to accelerate your success, Marketing Strategies Part 2 is your next step toward mastering the art of professional practice growth.

Syllabus

Session One – Grow your business through effective marketing over the long term

- Lead Generation
- Nurture
- Reputation Building

Session Two – Understanding the numbers that drive marketing

- Core marketing metrics to understand for your business
 - Cost per lead
 - Cost per acquisition
 - Customer Lifetime Value

Session Three – Grow your audience and nurture your leads

- How to build your list
- Understand the steps of the customer journey map

Session Four – Planning to build your reputation for long-term success

- The importance of gathering customer reviews and testimonials
- Identifying the topics with which you want to be associated
- Build a content plan
- 90 Day Action Plan

****PREREQUISITES:** Marketing Strategies Part 1 and Marketing Referral Strategies