# Marketing your Bookkeeping Business

To market your business successfully you first need to decide what it is that you’re offering, and what it is that sets you apart.

***Answer the following questions to get started –***

1. What is my brand message? *(*i.e. – Helping busy mums in business get their lives back, helping tradies focus on their work, managing growth in online businesses through automation)
2. What makes me unique?(this could be personality, skills, approach to your work etc)
3. Who is my target audience?(Think industry, age, demographics, turnover, accounting software)

Once you’ve answered those above questions you can begin to build out a marketing plan. A marketing plan should be revisited on a periodic basis to ensure it aligns with your core brand message.

***Ensure your marketing plan includes the following –***

* Which social media sites you will post on.
* What topics/subjects will be advertised/discussed.
* Which mediums you will advertise through besides online. (Accountants/local groups/door knocking etc.)
* When you will advertise. (i.e. – three Facebook posts a week)
* Ensuring your content is consistent across all platforms. (Social media, printed media, websites etc.)

Having presence on social media has become essential to market yourself in this day and age. It’s important to focus on channels that are relevant to our industry.



  
**Facebook** – social media giant Facebook allows you to create a free Facebook business page listing your contact details and services. Every bookkeeper should have a Facebook business page set-up and use it to post content that is relevant and interesting.  
  
  
 **LinkedIn** – the social media channel for business. LinkedIn is a great platform for connecting with other people in business and allows you to share content as well just like Facebook. You can post the same content from Facebook on LinkedIn to increase the reach of your marketing for free.

*For a comprehensive and more detailed dive into marketing your bookkeeping business check out the Bookkeepers Bootcamp and Grow to the Cloud courses available through AAT under the education tab on our website.*