

Highlights from the

Boomer Marketing & BD Circle

Fall 2020

Highlights from the Boomer Marketing & Business Development Circle™ – 2020 Fall Meeting

The Boomer Marketing & Business Development Circle™ is a community of marketing and business development professionals from forward-thinking firms who are committed to aligning marketing and business development initiatives with firm strategy. Learn more at www.boomer.com/mbdc.

This September, members met virtually to share knowledge and build relationships with peers. The discussions centered around the following topics.

- **Boomer Briefing (Growth and Business Model)**
 - A lot has changed in the profession recently, and how firms approach their growth strategies is changing as well.
 - A discussion on the latest growth strategies in use inside and outside of the accounting profession.
- **New vs. Now: Acquisition vs. Retention Marketing**
 - Outperforming beats outspending. Native Digital works with finance brands and other highly competitive industries, taking an integrated approach to demand generation and acquisition.
 - Jake Jacobson and Justin Watkins of Native Digital shared their process for scalable growth, including where to focus, how to make a case for marketing investments, how to reverse-engineer lead generation, and how to upsell and cross-sell like a champ.
- **Marketing and Business Development Exchange**
 - Each member brought an item, resource, project or marketing technology that they developed or use internally to share with the group
 - Examples include creating video series, cloud-based proposal presentation platforms, and social media automation tools.
- **8 Steps for Filling Your Business Development Pipeline Virtually**
 - Developing business remotely can be challenging unless you have a strategy.
 - Jon Hubbard, Director at Boomer Consulting, Inc., walked through the eight steps to finding new opportunities and the exact tools and frameworks we use to land new business.
- **Open Q&A**
 - Leveraging the Conferences.IO platform, members submitted and voted up discussion topics for the group.
- **Review of Survey Results**

- Prior to the meeting, our members completed a survey to share KPIs from their firms, including total number of employees, revenue, number of offices, headcount of marketing staff, and the marketing technologies they use.
- We reviewed the survey results as a group and discussed the resulting takeaways.
- **Proposal Software**
 - During the open Q&A, a member asked what proposal software other firms are using.
 - Resources shared include Word, Pandadocs, Indesign, Proposify, Conga, and more.
- **.CPA Domains**
 - Recently, the AICPA and CPA.com made the .cpa domain available exclusively to CPA firms.
 - Our members discussed whether their firms have secured their .cpa domain(s) and how they plan on using them.
- **Accountability Review**
 - Each month, our members share their top strategic growth initiatives and are held accountable by their peers.
 - Some of the initiatives shared this month include expanding digital marketing efforts, rebranding, implementing a new CRM system, and website refreshes.
- **The Vision for Growth**
 - Discussion on the types of clients firms should be targeting for advisory and consulting services.
 - Characteristics of the ideal client include coachable and accountable, desire profitable growth, want to improve cash flow, and willing and able to pay >\$1M in fees over the next ten years.

It's impossible to cover everything we discussed at the Boomer Marketing and Business Development Circle in this short summary. However, the trends described in this report should give you some insight into the marketing and business development challenges and solutions that firms are thinking about today.

An Invitation to Participate in the Boomer Marketing and Business Development Circle™

To learn more about the Boomer Marketing and Business Development Circle community, please visit <http://www.boomer.com>.

About Boomer Consulting, Inc.

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