## Marketing Your Bookkeeping Services

When you are still studying or recently qualified, it can be challenging to feel that you are ready to start selling your services.

Marketing is a skill that anyone can learn. It simply takes training, practise, and experimentation to find what works for you.

The sooner you start learning and practising this essential business skill, the sooner it will become natural to you so that you can easily connect with potential clients.

Digital marketing is essential in today’s online business world. You may, over time, develop several different ways of marketing your services as you build a practice or business, but make sure you learn the basics of digital marketing. There are many free courses online to instruct you in digital marketing basics. You don't need to become an expert – just get to know the fundamental elements.

Later in your journey, you will need to put time and energy into a more comprehensive marketing plan to grow your business. But when you are starting, there are some simple things you can do to start learning and creating.

**Questions to Consider When Starting Bookkeeping**

Before you start marketing your services, get clear about your motivation and goals.

* What is it about bookkeeping that you enjoy? Why do you want to become an accounting industry professional?
* What are your goals? For example, is it to work part-time while raising a family or build a bookkeeping practice with staff?
* What services do you want to offer?
* What software will you focus on – or will you use several platforms?
* What type of clients, businesses or industries do you want to work with?
* What are some strengths you can capitalise on right now?
* Do you have areas of weakness that you can work on?

You may not have answers to all these questions right now but revisit the questions to gain clarity over time. Keeping in mind the reasons you are embarking on work in the bookkeeping and accounting technician spaces will help guide you in how you can best develop your skills and market your services.

**Marketing Ideas**

You can do some simple things right now, even if you are new to the industry and don't yet have clients.

Start with tasks that you know will be easy and complete them first. Schedule the steps into your calendar over a realistic time frame so you can work on marketing regularly.

**Digital Marketing Basics**

There are many aspects to effective digital marketing, but these are the main elements relevant to starting a new business. Later you can investigate more involved strategies and paid advertising.

* Search engine optimisation and keywords
* Website optimisation
* Content marketing
* Social media marketing
* Email newsletters and client communications

**Where to Learn More?**

Sign up to information providers such as [Karbon](https://karbonhq.com/), [BOMA](https://bomamarketing.com/), [Bizink](https://bizinkonline.com/), all of whom specialise in the bookkeeping and accounting industry and offer free resources.

Accounting software providers also have their own resources geared towards helping partners market their services.

Check the IPA resource for more information – [How to Use Digital Marketing to Attract New Accounting or Bookkeeping Clients](https://www.publicaccountants.org.au/resources/education-blog/how-to-use-digital-marketing-to-attract-new-accounting-or-bookkeeping-clients).

Check your local council business network. Councils often offer cheap or free workshops and courses, as well as dedicated business networks.

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| **Marketing Ideas** | **√** |
| Talk to everyone you know about your new venture and goals. Word of mouth is the most powerful way of attracting potential clients. |  |
| Get printed and/or digital business cards. Only print 100 at a time and keep changing the card as you develop your services. |  |
| Get a simple free website and include relevant keywords and headings. Even if you have a one-page website, this gets you started with an online presence, and you can build on it over time. |  |
| Get a LinkedIn profile. Listen to AAT Tech Talk [LinkedIn for Accounting Technicians and Bookkeepers](https://www.aat.org.au/AAT/AAT/Member_Resources/Tech_Talks.aspx) to learn more about the essential features to include in your profile.  Update your profile regularly as you gain experience and credentials. |  |
| Use professional photos on your website and all social media. |  |
| Join industry social media groups to post and share content and support colleagues. |  |
| Make contact details obvious and add a contact form to your website. |  |
| Link your website to [Google My Business](https://www.google.com/intl/en_au/business/). This is free and simple to set up. |  |
| Add your business to relevant online directories such as local council or accounting software partner programs. |  |
| Ask existing clients for referrals. |  |
| Network to learn about potential clients in your target markets. |  |
| Make your email signature, invoices, and client communications aligned in style and format. Check out [Canva](https://www.canva.com/en_au/) for free graphic design templates you can start with. |  |
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**Keep it Going**

Scheduling time to work on your business is an excellent habit to get into early in your life as an accounting professional. Time devoted to updating your website, writing content, being active in your chosen social media platforms and continually learning about business will always benefit you.