

Focused Support To Get Your Firm Building a Pipeline of Leads

Marketing Director Role



At a certain size many firms need to make a decision. Do they bring in a dedicated person to manage their marketing and new business generation efforts? Do they continue to rely on referrals? Are they comfortable? Here are signs that tell you an experienced, dedicated marketing professional is needed:

1. You keep losing to a competitor who does not provide the quality you offer.
2. Even at a lower fee, you lose engagements to peer firms your size.
3. Competitors seem to get more opportunities with the “next tier” of clients.
4. Beyond a purchased newsletter, you do no marketing.
5. Recruiting is getting harder.

Hiring a Marketing Director is a significant decision. For many firms it’s a new investment. It’s also an area many firms do not know how to determine the credentials of a potential candidate, so they hire based on personalities, and work experience in other industries.

With Visionary you get a marketing department with intimate knowledge of the CPA firm profession. We come complete with experienced personnel, databases, proven lead generation programs, and the ability to counsel Partners, create a website and develop firm literature. And, we do this at less than the cost of hiring a marketing assistant.

For additional information please contact Visionary Marketing
800.995.9186 or via email at info@thinkvisionary.com.



Have You Been “Burned” In The Past?

Unfortunately, some lead generation ideas do not work, and firms can hire the wrong marketing executive. For example, a firm hires a successful financial services executive as their Marketing Director, but that person has limited knowledge of CPA firm operations. On the surface it seemed like a good fit, but CPA firm marketing is a very different skill set.

Creating a plan, and developing business requires a person experienced with the accounting profession. At Visionary, we become the Marketing Director for firms that have not found the right marketing leader, or do not need a full-time professional for their firm.



Exclusively
Focused On
The Accounting
Profession

VISIONARY
MARKETING

800.995.9186
ThinkVisionary.com