



**Seeking  
New Heights  
for Your  
Marketing Efforts?™**

# Who Are We?

- **Widely recognized as one of the *premier* marketing firms in California specializing in serving CPAs.**
- **Founded 1991 (19 years experience – we aren't newcomers to the industry!)**
- **Serve all of California & Selected Nationwide Clients**
- **Owned and managed by Kevin W. Brown, M.B.A.**
  - ◆ ***Former employment:***
    - ◆ *Director of Marketing for Deloitte & Touche, Orange County*
    - ◆ *Corporate Banking Officer, Bank of America*
    - ◆ *Strategic Consultant, Geneva Companies*
  - ◆ ***A nationally-recognized expert in professional services marketing***
  - ◆ ***Author of dozens of published articles***
  - ◆ ***Frequent speaker to professional services organizations***

## Who Are We? (cont'd)

- **Full-service marketing support, including:**
  - ◆ *Strategic marketing planning*
  - ◆ *Targeted Marketing Programs*
  - ◆ *New Business / Sales Programs*
  - ◆ *Rainmaker & Practice Development Training*
  - ◆ *Marketing Materials / Graphic Design*
  - ◆ *Internet Marketing*
  - ◆ *Branding & Positioning Consulting*
  - ◆ *Advertising Agency*
  - ◆ *Public Relations / Publicity Agency*
  - ◆ *Event Management & Marketing*
  - ◆ *Client Relations*
  - ◆ *Management Consulting*
  
- **Part-Time Director of Marketing™ Service = *Active management and implementation of all marketing programs***

## Other Reasons to Select Us:

- We understand how to market CPAs, from the smallest to the largest firms, as few others do.
- Superior strategic abilities combined with highly effective implementation
- Proven expertise (*served hundreds of firms of all sizes*)
- Marketing professionals (M.B.A. in marketing)
- Innovation (*we develop and implement solutions to meet specific and unique needs*)
- We operate on the basis of “*A Business Approach to Marketing*”™



# Typical Questions:

- How to increase revenues?
- How to promote more effectively?
- What works best?
- How to market while maintaining cost-effectiveness?
- How to leverage partners' and employees' involvement in marketing?

# Brown's Rule for Marketing Strategy:

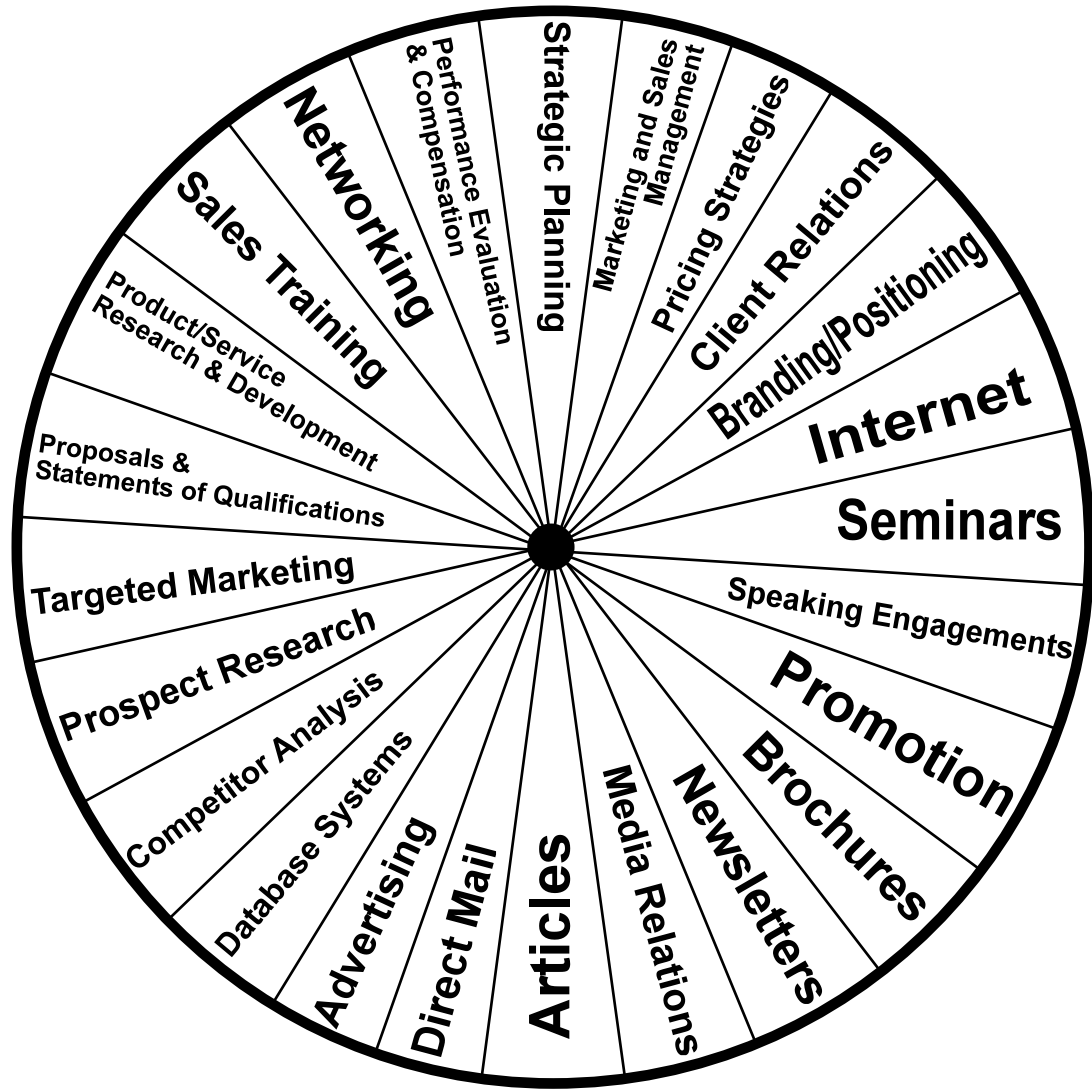
*It's very easy to be busy in marketing but difficult to design and implement programs that actually work.*

*Know what you are doing, why you are doing it, and how it will be done before you start your marketing efforts.*



# Brown's Marketing Spectrum

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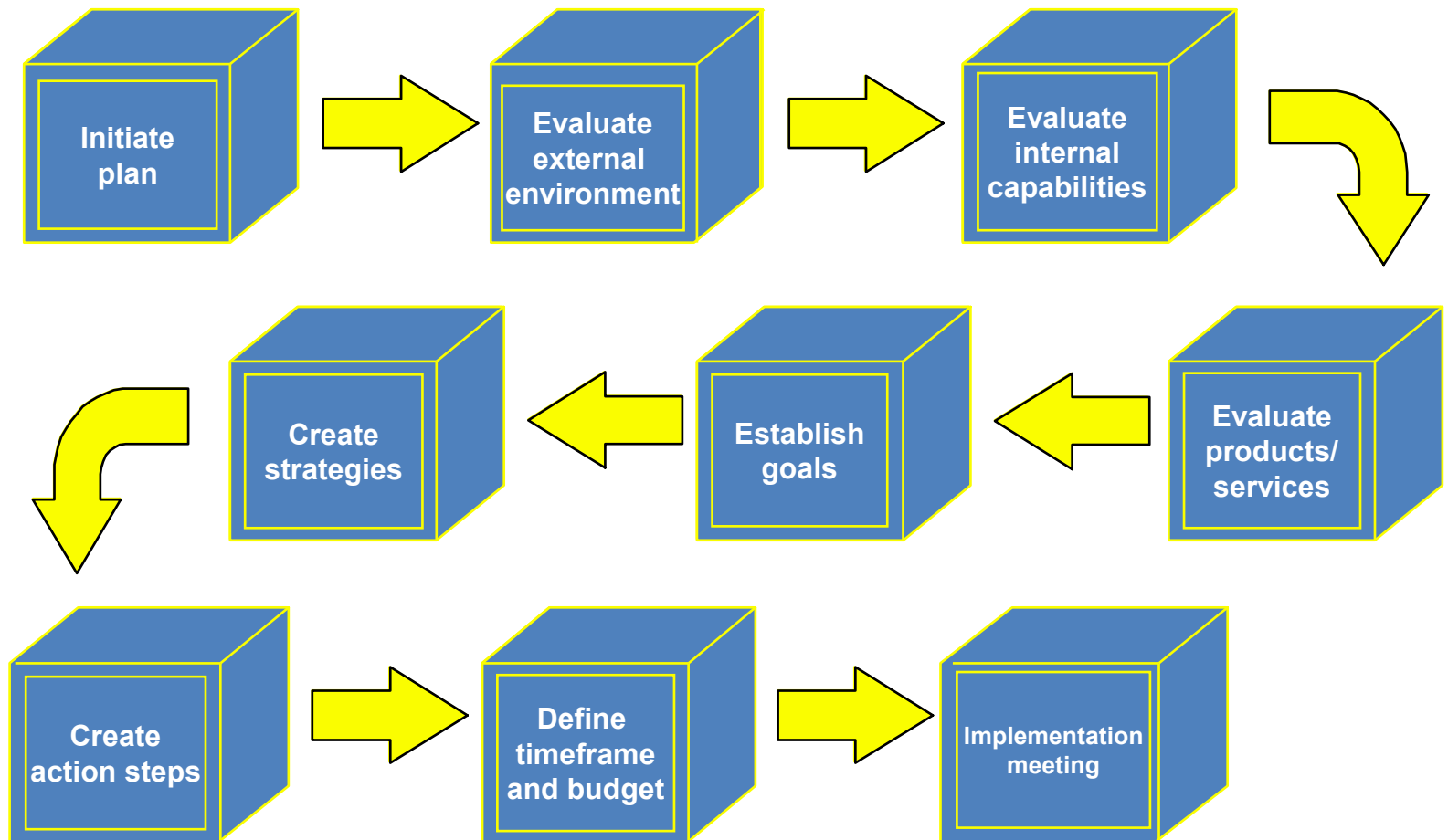
## Results Desired?

Short-Term  
Revenues?

*Image  
Building?*



# Strategic Marketing Planning



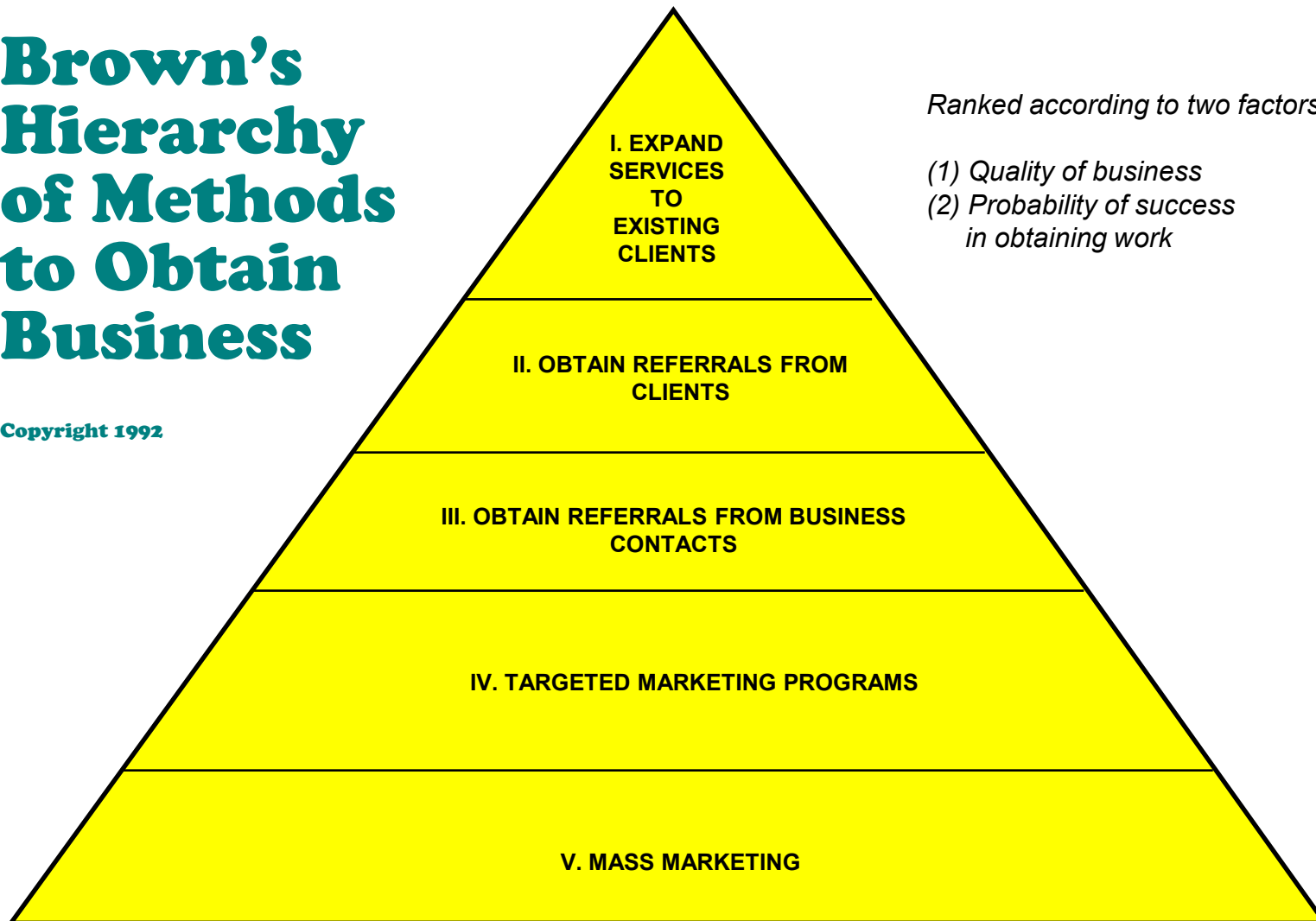
## **Marketing:**

# **Functional Areas**

- **Strategic marketing**
- **Marketing research**
- **Service/product development**
- **Pricing strategies**
- **Advertising**
- **Publicity**
- **Public relations**
- **Promotion**
- **Sales**
- **Client service**

# Brown's Hierarchy of Methods to Obtain Business

Copyright 1992



*Ranked according to two factors:*

- (1) Quality of business*
- (2) Probability of success  
in obtaining work*



# Services



# Services

## **Strategic Business Advisory Services**

*Strategic Marketing Planning*

*Management Consulting*

*Marketing Analysis/Recommendations*

## **Outsourcing of Marketing Projects**

*Marketing Materials & Graphic Design*

*Advertising, Publicity & Public Relations*

*Sales-Related Programs*

*Client-Relations Programs*

**Part-Time Director of Marketing™ Service**



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# **Strategic Business Advisory Services**

## **Strategic Business Advisory Services:**

# **Marketing Management**

- **Marketing Management**
- **Marketing Information Systems**
- **Reporting & Tracking Systems**
- **Recruitment of Marketing Personnel**
- **Performance Evaluation & Compensation**

**Strategic Business Advisory Services:**

# **Strategic Marketing Planning**

- **Strategy Consultations**
- **Strategic Marketing Plans**
- **Targeted Marketing Programs**
- **Practice Group Marketing**
- **Personal Marketing Plans**



**Strategic Business Advisory Services:**

# **Marketing Analysis & Recommendations**

- **Marketing Audits**
- **Industry & Competitor Analysis**
- **Market Assessment Studies**
- **Marketing / Sales Organization Analysis**
- **Sales Forecasting Models**

**Strategic Business Advisory Services:**

# **New Business / Sales Programs**

- **Rainmaker & Practice Development Training  
Individual Coaching**
- **Targeted Sales Programs**
- **Networking / Referral Programs**
- **New Practice Area / Service Development**
- **Management / Partner Retreat Facilitator**



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## **Strategic Business Advisory Services:**

# **Management Consulting**

- **Strategic Business Plans**
- **Expansion / Downsizing Consulting**
- **Diversification Strategies**
- **Turnarounds & Restructuring**
- **Merger & Acquisition Analysis**
- **Growth & Profitability Planning**
- **Cost Management & Productivity**
- **Management Reporting Systems**
- **Bank Financing**



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# **Outsourcing of Marketing Projects**





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## **Outsourcing of Marketing Projects:**

# **Marketing Materials & Graphic Design**

- **Branding & Positioning Consulting**
- **Design, Copywriting & Printing**
  - ◆ *Brochures & Sales Materials*
  - ◆ *Logo Design*
  - ◆ *Corporate Image Packages*
  - ◆ *Websites*
  - ◆ *Internet Marketing*
  - ◆ *Newsletters*
  - ◆ *Direct Mail*
  - ◆ *Proposals & Statements of Qualifications*

## Outsourcing of Marketing Projects:

# Advertising

- Full-Service Advertising Agency
- Display Ads
  - ◆ *Newspapers, Magazines, Periodicals*
  - ◆ *Ads for Trade / Organization Publications*
- Advertorials
- Internet Advertising
- Radio & TV Advertising



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## **Outsourcing of Marketing Projects:**

# **Public Relations / Publicity**

- **Full-Service Public Relations Firm**
- **Media Relations**
  - *News Releases, Articles, Quotes*
- **Event Management & Marketing**
  - **Events:**
    - ◆ *Speeches / Presentations / Seminars*
    - ◆ *Trade Shows / Conferences*
    - ◆ *Mixers / Receptions / Open Houses / Client Events*
  - **Support Services:**
    - ◆ *PowerPoint Presentations*
    - ◆ *Speaker Coaching*
    - ◆ *Promotional Products, Sales Materials & Handouts*
    - ◆ *Follow-Up Sales Activities*

## **Outsourcing of Marketing Projects:**

# **Client Relations**

- **Client Service Training**
- **Communication Programs**
- **Client Satisfaction Surveys**
- **Client Relationship Interviews**





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# **Part-Time Director of Marketing™**



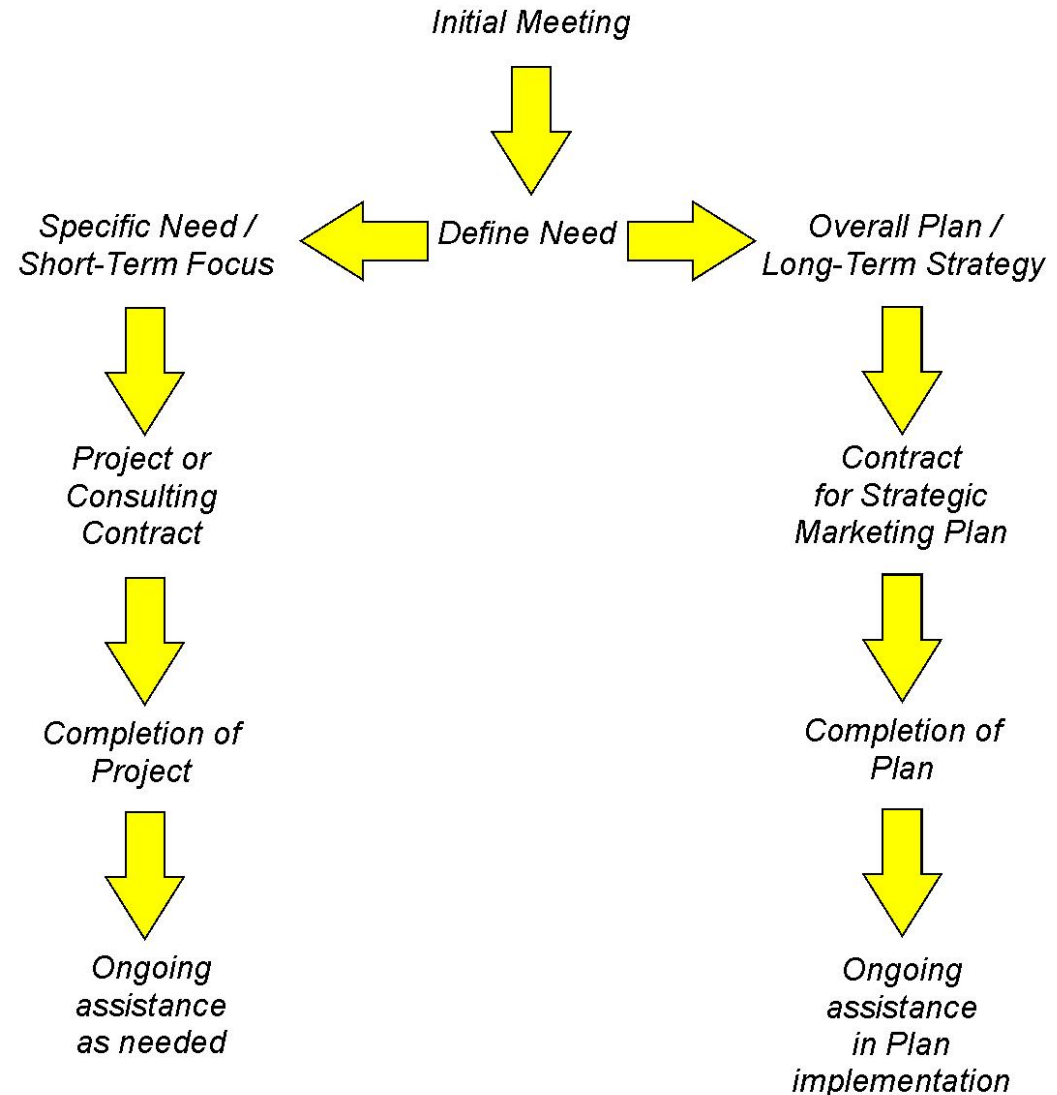
**Part-Time Director of Marketing™:**

# **Want Consistent Marketing?**

As your “Part-Time Director of Marketing™,” we provide *hands-on management and implementation* of your marketing objectives. This is on a contract (non-employee) basis, at a fraction of the cost of a full-time employee. This services is offered as an alternative or supplement to an internal marketing department.

Our Part-Time Director of Marketing™ service is provided for a *specified fee level each month*, allowing stability for your budget. This “use as needed” relationship (versus a full-time employee) provides your company the flexibility it needs. Also, you can avoid benefits and tax expenses associated with full-time employees.

# How to Get Started



# Take the Next Step!

- ◆ If your firm desires our dynamic, strategic-oriented services, contact us today!
- ◆ We can assist you on a project basis, hourly retainer, or as your “Part-Time Director of Marketing™”

## Contact:

**President: Kevin W. Brown, M.B.A.**

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