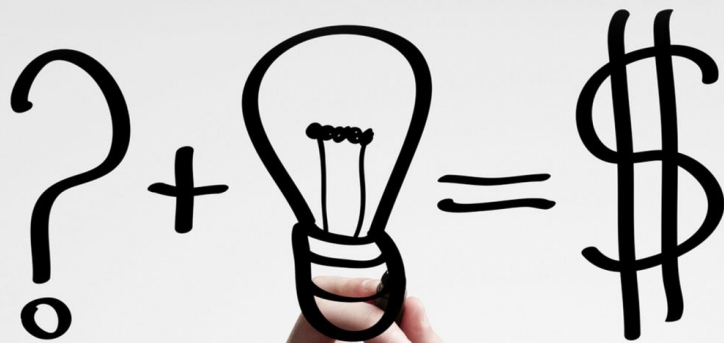


DIRECT MARKETING FOR ACCOUNTANTS

A Dataman Group Direct White Paper



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DIRECT MARKETING FOR ACCOUNTANTS – OUTBOUND STRATEGIES

Every Accountant & Tax Professional should have a marketing budget to bring in new tax clients. Since marketing budgets are generally limited, the goal is to spend advertising dollars wisely and target the best possible prospects in the marketplace.

Since each accounting practice is unique, it is most cost-effective to target those prospects group that make the most sense.

Typically, CPAs and Accounting Firms market to Homeowners for end-of-year Tax Business, market to Businesses for year-round accounting work or to grow the Payroll segment of their business and reach out to New Businesses to develop brand-new client relationships.

This White Paper is broken out into three Marketing Initiatives and the most profitable market segments for each. The three Marketing Initiatives are:

- Increase Residential Tax Preparation Business
- Increase Monthly Commercial Business
- Increase the Payroll Business

So, let's delve into these key Target Markets.

Increasing the Residential Tax Preparation Business

These are the most responsive, high-profit segments:

- New Homeowners
- Parents of New Babies
- New Mortgage Holders
- Pre-Retired
- Existing Homeowners
- Existing Businesses

Let's look at the strategies for each of these groups.

New Homeowners

New Homeowners who have moved into their homes in 2014 represent the tax preparer's single most important market group. While we all know that many families do their own taxes on-line, it is strongly recommended that New Homeowners get help with their Tax Return. New Homeowners need to hire an accountant to make sure the return is completed correctly and that their refund is maximized.

Home ownership significantly changes most people's tax situation and the deductions they are eligible for. Most New Homeowner websites recommend that New Homeowners get their taxes done professionally for their first year with an eye towards doing it themselves down the road. But we all know that New homeowners who feel that they are well-treated by their accountant will stay with them for many years.

You must reach out to these new homeowners before they make arrangements with someone else.

Select your prospects by zip-code and the price they paid for their home. We will select homeowners who purchased their homes and/or condos since January 1st. Face it - this is probably the first time they will ever be able to itemize. If you impress them with your contact, your practice will be the one they choose!

Many tax preparers also order the prior year's New Homeowners, realizing that some families will switch firms after their first year. This group is also highly responsive. Not every New Homeowner had the experience they were looking for and will consider changing to a new tax professional that contacts them and makes them an offer they can't refuse.

Successful tax preparers mail to the New Homeowners in the last week of January, beginning of February for best results. Multiple mailings will increase your response rate dramatically.

Postcards are your best option for this mailing. There are several sites on-line where you can order postcards specifically targeting the New Home Owners, offering quantities of 250 cards + up.

By the way, one of our annual Accountant clients bought his first [New Homeowner list 25 years ago](#) and still has clients from his very first mailing. We call that a great Return on Investment!

Accountants should order their lists list early - so they have time to prepare their mailings during downtime in November + December.

Families with New Babies

For many of these families, this is the first time they will need to deal with deductions for their dependents. These new families have a lot on their plates and doing their taxes is a job best left to professionals.

For Accountants, this is also an excellent time to begin building a relationship with these young families, who will also look to their accountant for financial planning services including insurance and tuition savings programs.

Homeowners with New Mortgage / Refinances / Debt Consolidation

All of these homeowners will need to file taxes as a result of their new loans. There are additional schedules to file that can often be very confusing to the consumer. Regulations change annually and this group absolutely must use the services of a qualified tax professional to take advantage of every deduction and interest payment they can.

There is also a fine line between a repair and a home improvement and a qualified accountant can help home owners maximize their deductions and plan for the future in terms of the sale of their home.

Pre-Retired

Pre-retirees need serious tax planning, especially in today's fluctuating market. The advice of a tax professional can help folks who will be retiring in the near future to strategically plan for their golden years. This is the #1 growth market for CPAs, since so many individuals have been burned by "financial advisors" and are looking towards an individual they can trust - a qualified CPA.

Survey-Driven & Modeled Data

Our data shows that over 13 Million households utilized the services of a CPA or tax professional to do their personal taxes last year. Of that group, 2.6 Million were in their homes under 2 years. This list will help the tax professional who is looking to target larger blocks of homeowners in a given market – but still reach out only to those local households most likely to use their services.

Existing Homeowners

While many tax preparers mail to all consumer households, it's much more cost effective to reach out to homeowners only, since they tend to spend more on their annual tax preparation than others. Plus, you can select by the age and estimated household income of homeowners as well as the zip-codes that best suit your practice.

This is an inexpensive, yet highly effective list.

Increasing the Commercial Side of the Business

To Increase the Commercial Segment of the practice, Accounting firms need to reach out to New Businesses or small to medium-sized existing businesses in the local area.

New Businesses

New Businesses are excellent prospects! They must file taxes for their new business and they need the advice of a qualified accountant who will:

- Insure a business is set up properly as a sole proprietorship, partnership, limited liability corporation, Subchapter S corporation, etc.
- Make sure a company pays its payroll taxes and other governmental obligations when they're due.
- Prepare a company to handle upcoming expenses.
- Plan ahead so there's money on hand to pay employees even when cash flow is down.
- Minimize a company's taxes.
- Explain any advantages and disadvantages of adding or laying off employees.
- Help identify which company activities are profitable and which are losing money.
- Advise on the wisdom of buying or selling property or assets.
- Serve as point person in the event of an audit.
- Be a proactive partner in helping a business grow.

In short, accountants can be valuable members of any business operation. More than just "number crunchers," accountants can provide financial guidance, insight and advice that can help a business grow and prosper.

The single best time to develop a relationship with a business is when they are new. Ask for a count of the most recent new businesses in your area - this list is the most current in the marketplace today!

Small-to-medium-sized Existing Businesses

Businesses represent consistent monthly income. You can select by SIC code (Standard Industrial Code) or business category, employee size range, sales volume, as well as zip-code.

Some accounting firms specialize in particular business types and offer specific expertise in areas such as health care, education, and technology.

Prospecting for Payroll Business

Many Accounting Firms have moved to providing Payroll Services for their clients and some firms solicit Payroll Business as a way to get their foot in the door.

To [Increase the Payroll Business](#), firms need to target businesses with 10+ employees, omitting selected business categories such as government, public schools, Fortune 1000, banks and other accounting firms.

Dataman Group Direct has developed a Specialized Payroll Prospect File, designed specifically for CPA + Accounting Firms who are looking to reach out to these prospects by mail and by phone.

Recap

For Accounting Practices that are looking to increase their commercial business, mail to the new businesses each month.

For Practices that are looking to increase their Residential Tax Preparation business mail to the New Homeowners 3 times: Jan 25th, Feb 20th and March 15th.

For Accounting firms looking to increase their payroll business, mail quarterly.

There is business out there for the asking and the firm that proactively seeks out new business will earn it. Stand out from the crowd, target market the best groups that meet your practice's needs and be consistent.

Dataman Group Direct has been working with Accountants, CPAs and EAs for over 30 years, providing lists that work and offers a dedicated section on their website specifically for [Direct Marketing for Accountants](#).

Call the Marketing Professionals at Dataman Group Direct at (800) 771-3282 for counts in your market. Ask about Dataman Group's special pricing program for the accounting industry.