



How Drucker & Scaccetti Created A Marketing Machine To Drive Leads For Their Accounting Firm

Inbound Marketing Moves Lead Generation
From Partners To Web

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Tax As A Business Strategy®

Drucker & Scaccetti (D&S) specializes in providing strategic tax, business and financial consulting to individuals, entrepreneurs, corporate executives, professional service firms and family-owned businesses.

Trained in the art of Tactical Tax Planning, The Tax Warriors® create a tax strategy designed to support your business and protect you against past, present and future tax battles.

The Tax Warriors at Drucker & Scaccetti have made it their mission to truly understand the tax planning, finance and accounting service needs of each of their clients. By getting to know clients and their businesses up close, The Tax Warriors are uniquely suited to provide the powerful, customized service each client deserves. This personal approach to client service stems from the entrepreneurial spirit upon which the firm was founded.



Prior to forming D&S, Ron Drucker, Jane Scaccetti and several other D&S shareholders served together as tax professionals in senior management capacities with a national CPA and financial consulting firm. In 1990, these individuals banded together to form D&S. From the beginning, the seasoned professionals at D&S have dedicated themselves to providing specialized tax, business and financial consulting to individuals, entrepreneurs, corporate executives, professional service firms and family-owned businesses.

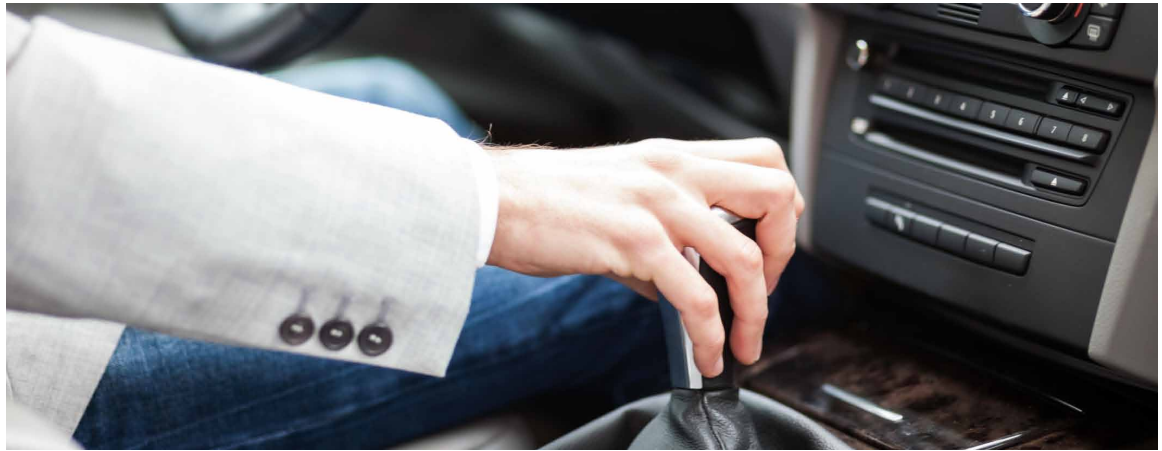
Today, D&S continues to embrace a powerful, hands-on approach, bringing an unmatched level of integrity and dedication to each client's tax situation. Unlike traditional accounting firms that employ a pyramid structure, D&S operates under a shareholder-associate format, similar to that of a law firm. This allows for more active communication between D&S shareholders and associates, ensuring that each client benefits from direct shareholder involvement.

As a result of this personalized service approach, Drucker & Scaccetti has grown from a firm of seven professionals in 1990 to more than 50 professionals today. Each of these shareholders and associates brings a unique combination of credentials, education and experience to every client engagement.

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THE CHALLENGE: **Stuck In Neutral**



Drucker & Scaccetti is a successful firm. They have been growing for the past few years at a respectable rate. But, there was one element of their business that was stuck in neutral: appropriate marketing to support the process of bringing new clients into the firm.

For years, certain partner shareholders had successfully networked their way into new client relationships, so the firm was growing. But, not all of the partners were comfortable with this approach, as the process wasn't scalable, nor was it predictable. It also wasn't taking advantage of the new tools available to the firm like social media, email marketing, the Web and content marketing.

They had tried a handful of single tactics as a way to move marketing into a lead-generating process. They were sending out regular email newsletters to clients and prospects. They had tried traditional public relations and in-office events. And of course, they had a website that was certainly respectable. They even tried training partners and associates on how to build relationships to close new business. But, something was missing.

Early into 2011, Drucker & Scaccetti attended a workshop hosted by Square 2 Marketing. The workshop focused on a few simple concepts, including strategy before tactics and using content to educate prospects, instead of trying to sell to them. These concepts resonated with the company. They realized they had been executing tactics without a marketing strategy, and without any guidance around the new marketing tactics available to them.

They knew it was time to market to their clients in ways their message would be heard. They didn't just want to talk and hope clients would be listening. After all, hope is not a strategy.

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THE SOLUTION:

Strategy Before Tactics And A New Approach To Marketing

Before the engagement began, the team at Square 2 Marketing spent hours discussing the changes taking place in both marketing and in buyer behavior for the partners at the firm. It was important that everyone understood old-school tactics like cold calling, networking, brochures and “sales” events just weren’t working like they used to. It was important that everyone understood the changes in buyer behavior.

People are first getting educated online, and then reaching out to potential firms. People want to make safe purchase decisions, and educational information gets them there.

There has to be a shift away from talking about the firm and toward talking about the firm’s prospects, their issues, their challenges and how the firm is going to help them resolve those issues.

Today’s marketing is much more complicated and requires a defined methodology to implement the right tactics, manage those tactics, track results and make real-time adjustments to drive real results. This requires a strategy-before-tactics approach and it requires a methodology. Drucker & Scaccetti was introduced to Reality Marketing™, a systematic and proven process for creating a results-oriented marketing strategy.



Reality Marketing ensures that marketing includes the following components:

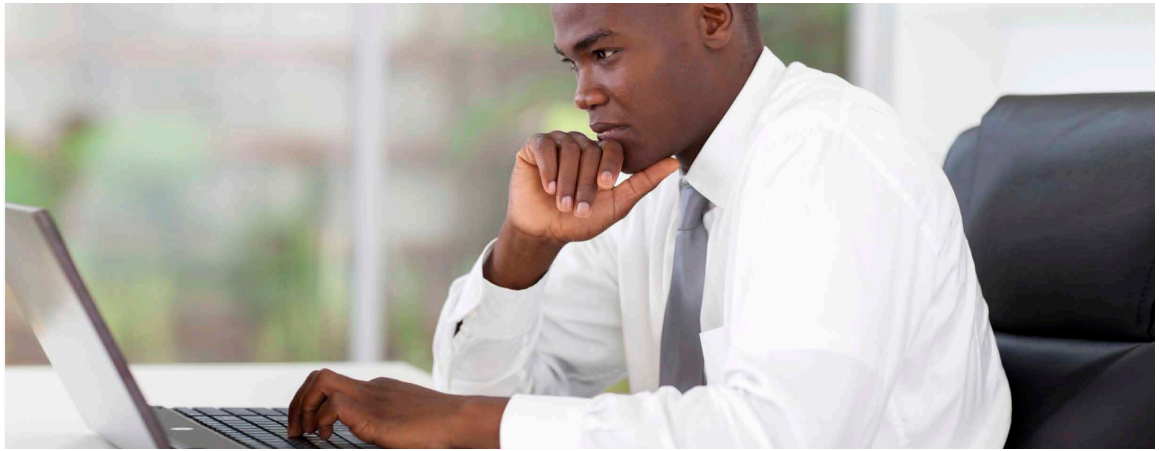
1. It's prospect focused, meaning everything done from a marketing perspective is about your prospects and not about you.
2. It's quantifiable, meaning all the marketing tactics included in the strategic marketing plan are measurable, in some way.
3. It's goal oriented, meaning the plan is built based on the firm's revenue goals. More aggressive goals call for more aggressive marketing. More modest goals are delivered with a more modest plan.

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4. It's remarkable. This is critical; the firm must be differentiated from the many other similar firms in the area.
5. It delivers a high return-on-marketing investment, so the firm gets the leads it needs to grow its company.

While Reality Marketing is key to Drucker & Scaccetti's success, there is another important factor. Today's marketing isn't going to be successful if it interrupts, pushes, sells and tries to convince the prospective clients. Traditional advertising is interruptive and inefficient. You end up paying for impressions, regardless of a person's interest in what you have to say. Today, companies need to consider inbound marketing, instead.



Inbound marketing uses educational content to earn your prospects' trust and attention through blogging, podcasts, videos, e-books, email marketing, whitepapers, social media marketing and other digital tactics. This content pulls your prospects closer to your firm, getting them to know, like and trust you. As a result, when they're ready to switch firms, they don't start a new search, but already feel an emotional connection to your firm.

Inbound marketing is the perfect match for today's buyer behavior. The more you help, advise, coach and counsel your prospective clients, the more likely they are to want to talk to you about their specific challenges.

Square 2 Marketing worked collaboratively with a core group of decision-makers at Drucker & Scaccetti for the first six weeks of the engagement to understand exactly who the firm wanted to work with, how to create messages that would emotionally connect with those people, how to position the firm as "remarkable" to those people and how to validate those messages.

Many companies and agencies think "target market," but Square 2 Marketing focuses on "buyer persona." Why? People do business with people, not companies. People want to be treated as people, not demographics. Developing a buyer persona means articulating in lengthy and specific detail all the reasons why that person is the perfect match for the business.

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This process revealed that Drucker & Scaccetti prospects are seeking more than just another CPA, and that what they're seeking is exactly what makes Drucker & Scaccetti remarkable.

The firm does more than just taxes. They utilize "tax as a business strategy" to benefit their clients professionally and personally. In addition, they do it so zealously that we created the Tax Warriors persona for the firm, bundling both concepts together to clearly differentiate D&S from the rest of the accounting firms in the area. The resulting positioning resonated with leadership and the rest was history.

We also created a 12-month, go-to-market plan that outlined all the inbound marketing tactics required to get D&S to their lead generation goals. This plan included topics for blog posts, titles of e-books and whitepapers, a recommendation to redesign the firm's website, email marketing topics, revisions to the copy and structure of their website to enhance organic search results and more.

THE CHANGES:

Tax As A Business Strategy® And Tax Warriors®



Drucker & Scaccetti's new inbound marketing campaign kicked off with the launch of their new website. Finally, The Tax Warriors were in the front and center of their marketing effort.

All of the accountants were positioned as Tax Warriors®. They took an oath to protect and serve their clients, working every possible opportunity to guard the wealth their clients worked so hard to earn.

Tax As A Business Strategy® became a rallying cry for the type of clients the firm wanted to attract: larger, more complex clients with both business and personal scenarios, clients who understood, respected and valued the abilities of The Tax Warriors.

The new website became the centerpiece of a fully integrated professional services marketing plan, which included email marketing, social media upgrades, active blogging, new educational content and more.

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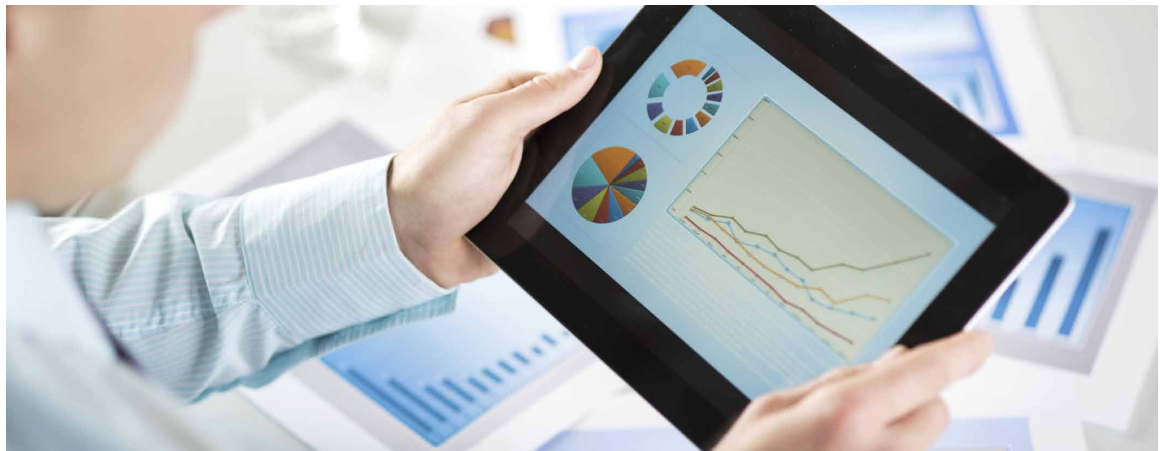
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Before long, the results were clear: The Tax Warriors® and Tax As A Business Strategy® were working. The firm was even recognized by the Pennsylvania Institute of CPAs (PICPA) as an example of a company executing a strong branding and marketing effort.

THE RESULTS:

Real And Quantifiable

Inbound marketing is a long-term strategy. It won't produce substantial results in the first two weeks. But, with constant care and feeding, it does produce sustainable improvement in a variety of key marketing metrics.



When Square 2 Marketing and Drucker & Scaccetti first engaged, the firm was seeing about 800 visitors to their website in a given month.

Today, the firm has topped 14,000 visitors a month. This represents an increase of almost 18 times the original traffic numbers.

When the engagement started, D&S was getting one or two leads a month from their website, and in some months, they weren't getting any leads at all. Today, the firm averages about 17 leads a month during tax season and has been able to turn a good portion of those into new clients for the firm.

Additionally, they have increased their social media presence by adding over 200 new followers to their Twitter feed, over 100 new connections on LinkedIn and they have secured over 5,000 subscribers to their blog, a monumental improvement since the beginning of the engagement. This reach means that when D&S has something to say or share, people are getting the message and they are open to hearing it.

Perhaps the most important number is new clients. The firm attributes many of their new, high-value clients to their inbound marketing effort, and have refocused their efforts to continue executing inbound marketing tactics, hoping to maintain and even pick up the momentum going forward.

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THE NEXT STEP:

Build On The Momentum

With significant achievements now in place, it's time to step back and ask some important strategic questions, including, "What's next?" A correctly implemented inbound marketing strategy clearly helped the client get found on the Internet, but search engine algorithms and the way people use the internet change every day. Perhaps even more importantly, competitors change their approaches every single day, as well.

Inbound marketing and creating a remarkable company are activities that you should never stop executing. As soon as you stop marketing, you are going to lose momentum, lose rankings, lose traffic and quickly watch leads diminish.

Where does Drucker & Scaccetti stand relative to top competitors? What should the firm do to continue to accelerate growth? How should tactics be adjusted so maximum results continue to be achieved in today's rapidly changing digital communications environment?

A regular rhythm – one that includes adjustments to messaging and marketing tactics – is required to keep the results moving up and to the right. Tracking and analyzing the performance of the program is critical to gaining the insight you need to maintain and grow results.

Review your results daily, make changes and adjustments weekly, track performance against goals monthly and watch your marketing turn into a strategic and competitive advantage.



To learn more about how we help professional services firms just like yours, [click here](#) to download *Reaching Beyond The Referral: The Professional Services Firm's Guide To Inbound Marketing And Online Lead Generation*.

To speak with our Professional Services Practice Leader, [click here](#).

About Square 2 Marketing

Square 2 Marketing is a full-service inbound marketing firm designed to do one thing: get you leads. We utilize inbound marketing techniques including website design, social media marketing, email marketing, content marketing and other digital marketing tactics to help your professional services firm get found, get leads and close deals.

We challenge you to rethink your business and bring out what makes it remarkable. Let's be honest: Like most things worth doing, it's going to be tough. But, if it was easy, wouldn't everyone be doing it?

We've helped hundreds of businesses increase their website traffic, increase their inbound leads and grow their sales. Now, it's your turn.

