

accounting & finance portfolio

Promoting Your Professional Practice

Drayton Bird



Deregulation and the recession have placed many practices under unprecedented pressure. Large practices have started competing with medium-sized ones, and some medium-sized practices are having to compete with small ones. The recession is driving some clients out of business, which in turn is hitting income. Many practices are cutting costs. This often starts with marketing, seen as an expense – understandably, as it is often not easy to see what your money produces. But marketing done properly is an investment, not an expense. You can see what you get for your money. This course provides practical marketing advice to enable learners to achieve maximum results for their efforts. The course looks at why marketing matters, why potential clients should choose you, the priorities for success, successful direct marketing and finally, developing the brief.

Promoting Your Professional Practice enables the learner to:

- Assess their current marketing activities, and decide what other types of promotion will work best for their business
- Think about what aspects of their business differentiates them from their competitors
- Target potential clients, and retain their existing clients
- Build and develop a targeted marketing database
- Maximise their return on investment.



Learning outcomes

Why does marketing matter?

- Why should you bother?
- What are the different types of marketing?
- How should you approach marketing?
- How can you market professional services?
- What's the difference between marketing and sales?
- How does marketing relate to your business strategy?
- What's in it for you and for your organisation?

Why choose you?

- Who are you and who do you want to be?
- Why are you different?
- Who are your competitors?
- How do you compare with your competitors?

Priorities for success

- What are the three steps to ensuring success?
- How can I acquire clients?
- How can I retain clients?
- Why is testing so important?

Successful direct marketing

- What are the various factors in successful direct marketing?
- What is my greatest marketing asset?
- How should I build a database?
- How can I use the information my database provides?
- How do I decide on my message?
- How can I get good ideas?

Developing the brief

- What are the five questions that I must answer?
- What is a brief?
- Why is how I brief important?
- What goes into a brief?

Target audience

This course is aimed at both new and experienced professionals.

Author: Drayton Bird has long been one of direct marketing's best known teachers and authorities. He has spoken and trained in 43 countries and worked with a number of the world's best known brands. He was named by the CIM as "one of 50 living individuals, worldwide, who have shaped modern marketing".