



# Lead Generation Unlocked

Mastering social media for accountants.

# Your Hosts



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Founder Socials for  
Accountants



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Content Marketing Manager  
Karbon

# accountant to **accountant**



socials *for*  
**accountants**

# what's on the **agenda?**

→ **The End Game**

→ **What We're Up Against**

→ **Where We Need To Be**

→ **Where To Begin**



Firm Owners, What's Your

# End Game?



Firm Owners, What's Your

# End Game?

→ Future Proofing Your Firm.

→ Charging More. Working Less.

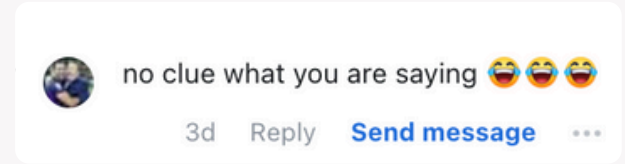
→ Recognition.

→ Firm Rep / Talent Attractiveness



The Reality Of

# What We Are Up Against



Consumer psychology and behaviour has changed.



The Reality Of

# Where We Need To Be



Nurturing Prospects Through Our Pipeline.





Google Ad Words/ SEO

Sales Funnel

Lead Gen. Focused

Contact Form

Website

**Socials**

Data-Centric

Relational/ Client  
Focused

Fluid/ Frequent

Controlled

# THE PIPELINE

Sub-Set of Clientele

Reviews

Organic

Verbal Recommendation

WOM

Network

Webinars/ Seminars

Location

FB Groups/ Networking

Client Base

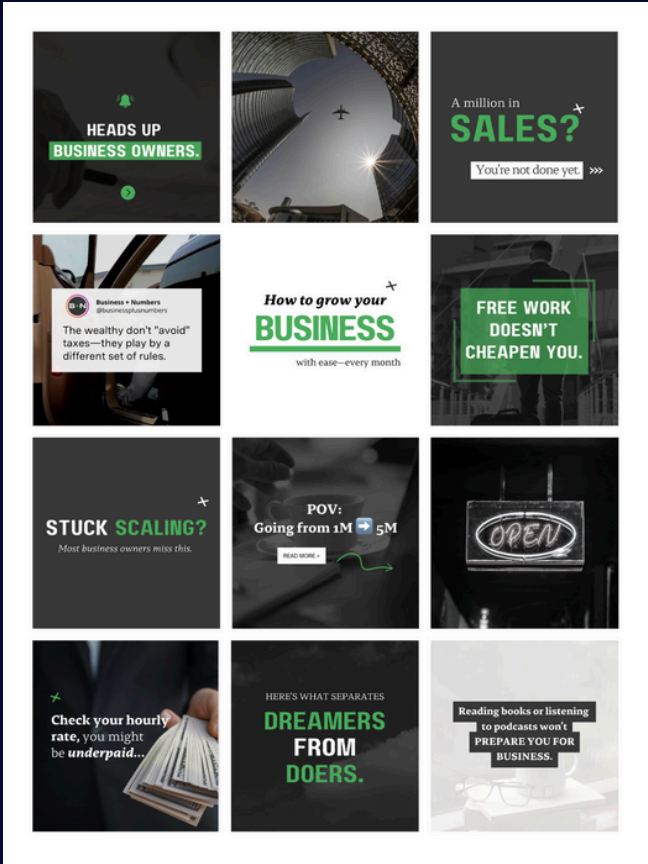




# Building A SM Profile That Attracts + Retains

Step 1: Get In Front Of The 'Right' Business Owners





80 posts    569 followers    88 following

| Accounting & Business Growth

- 🔥 Helping High Revenue Business Owners
- 🔥 Save Tax & Build An Empire
- 🔥 Clients On Avg. Reach 3+ 🏠 & 7X Figures
- 📌 Ready for this to be you?



Platform:

- Leverage Your Prime Real Estate

Targeting:

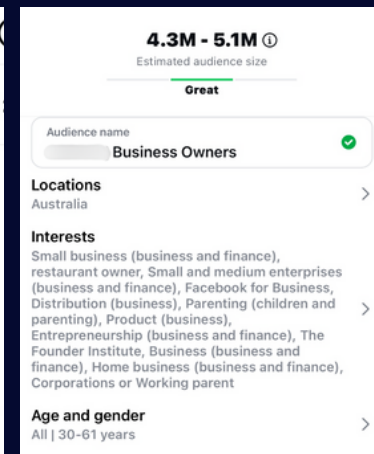
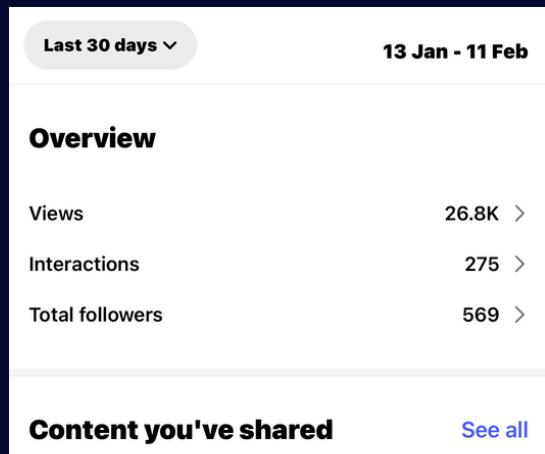
- Niche/ Target Audience
- Differentiation

Content:

- Showcasing Expertise
- Research
- Optimise

# Building A SM Profile That Attracts + Retains

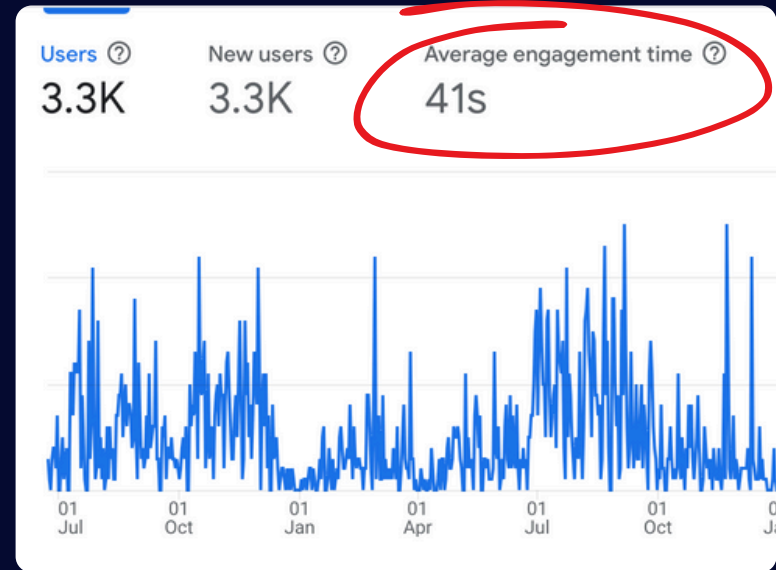
Step 1: Get In Front Of The 'Right' Business Owners





# High Converting ~~Website~~ Sales Funnel

Step 2: Start With The End In Mind



# Sales Funnel Framework



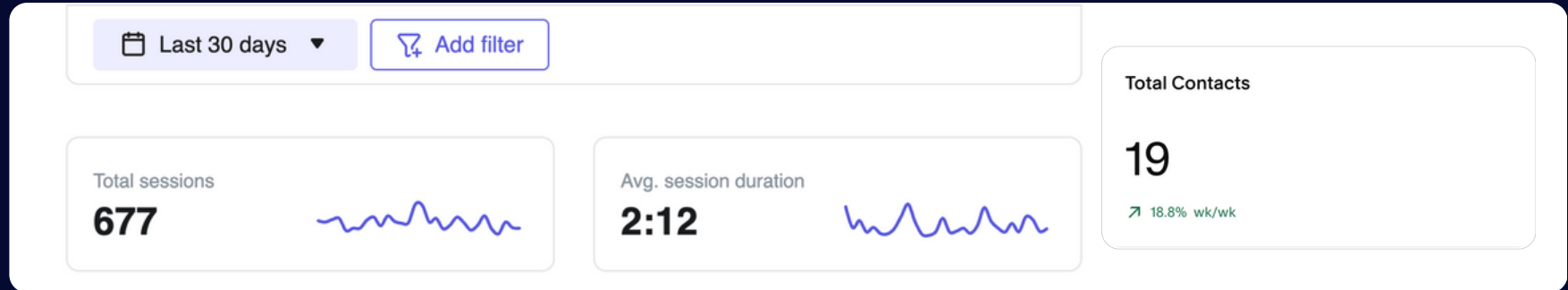
- Hook
- Open Up The Gap
- Solution / Transformation
- Service Offering
- How To Get Started / Onboarding
- Founder's Story
- CTA (Contact Form)





# High Converting ~~Website~~ Sales Funnel

Step 2: Think With The End In Mind





# Push + Pull Method

Step 3: Leverage The Platform

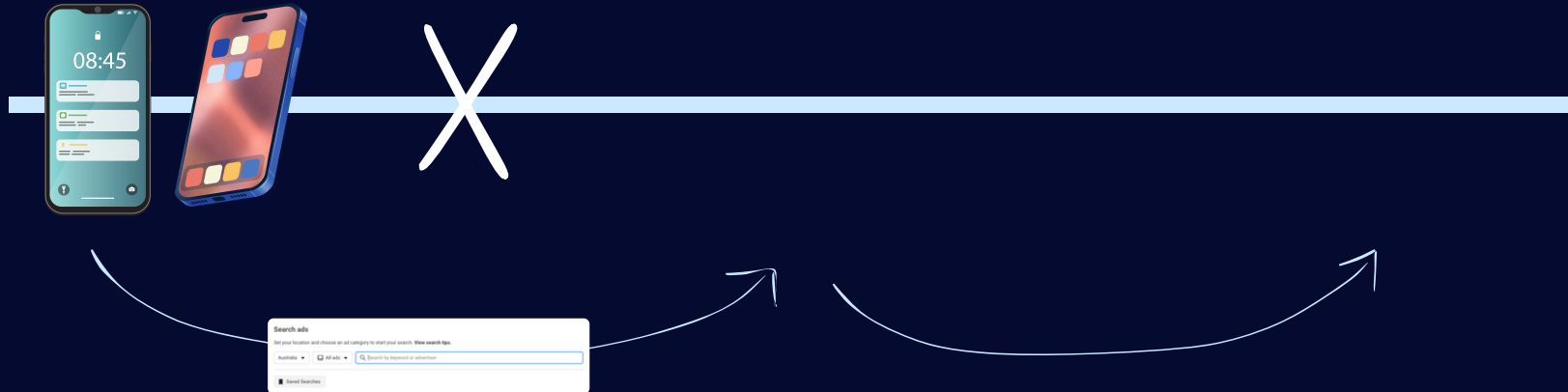






# Lead Fractures

Step 3: Leverage The Platform





# Fractures

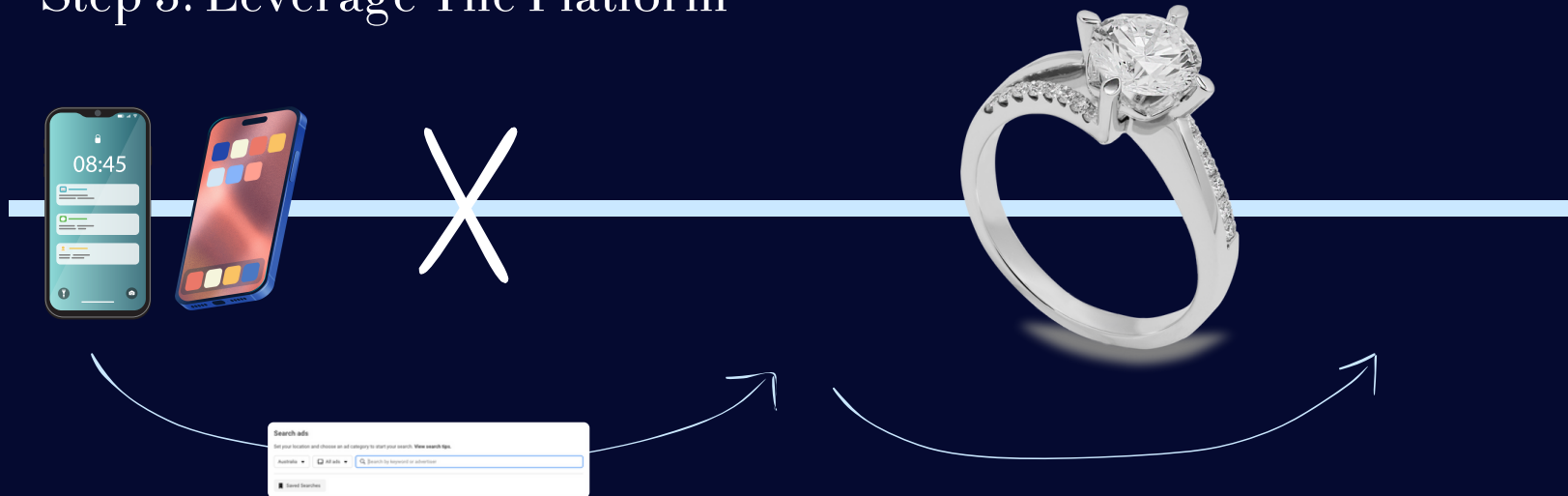
Step 3: Leverage The Platform





# Fractures

Step 3: Leverage The Platform





# Push + Pull Method

Step 3: Leverage The Platform





# Push + Pull Method

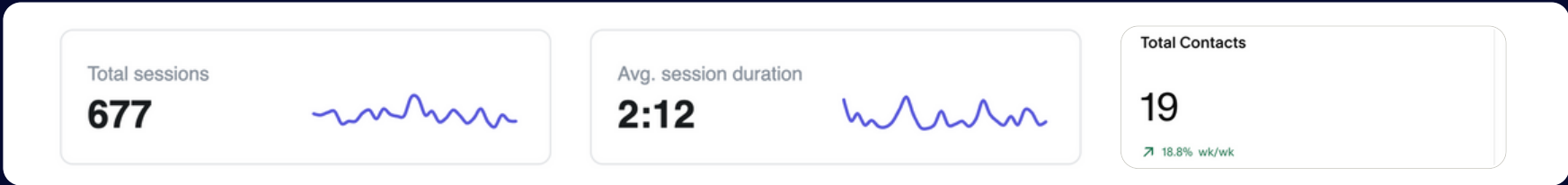
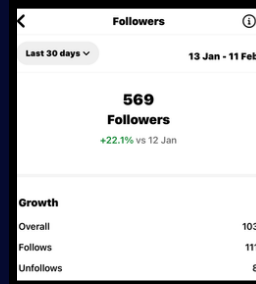
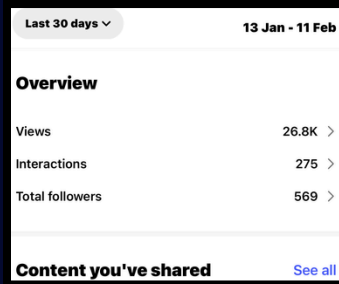
Step 3: Leverage The Platform

Future Proofing Your Firm.

Charging More. Working Less.

Recognition.

Firm Rep / Talent Attractiveness



A woman with dark hair in a ponytail is shown in profile, looking towards a camera monitor. The monitor displays a video feed of her. She is wearing a dark top and a small earring. The background is a plain wall with a whiteboard.

# Your Digital Footprint

- Building A SM Profile That Attracts + Retains
- High Converting Sales Funnel
- Push + Pull Method

*complimentary*

# Social Media Firm Marketing Plan

SCAN ME



*socials* *for*  
**accountants**



# Practice Management for a More Connected Accounting Firm

Karbon is the collaborative practice management platform for accounting firms. It enables seamless communication and workflows so teams know who is doing what, when, why, and how. Remote or in the office, you're all together with Karbon.

[karbonhq.com](https://karbonhq.com)

