



A diagram illustrating the concept of managing online reputation. It features two LEGO minifigures: one with a red helmet and one with a brown hat. They are positioned on a circular base. A legend on the left identifies four elements: "identity" (blue circle), "reputation" (green circle), "interaction" (blue arrow), and "trust" (green arrow). The diagram shows a cycle where the minifigures interact, leading to a change in reputation, which then builds trust, which in turn influences identity.

Managing your firms online reputation

A close-up photograph of a ceramic mug with a handle. The mug is light blue with a brown rim and features the "Xcentric" logo in a stylized font. The mug is filled with a yellow liquid, likely beer.

Roy Keely
Xcentric.com

I'm a hypocrite

Agenda

Philosophically

Principally

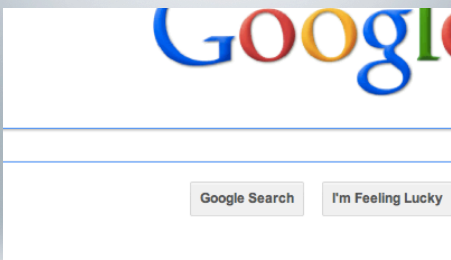
Practically



Everyone is an archeologist



Dig Site

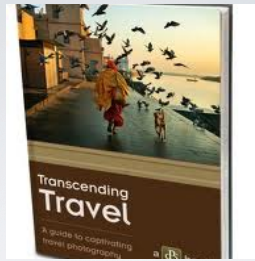


dig site

Everyone is here for a find.



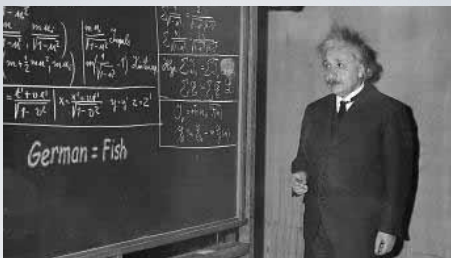
Find A?



Find A?



Find A?



Find A?

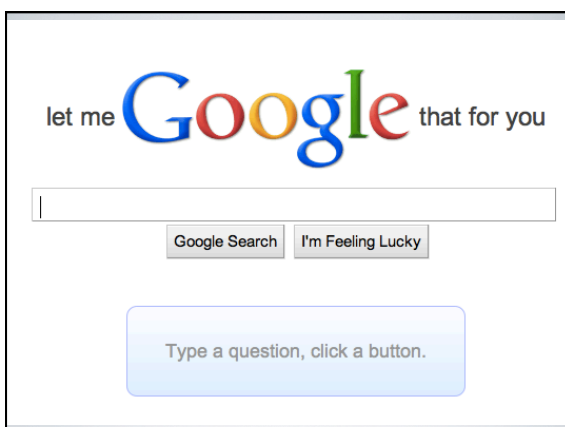
We have
changed
the way we
look for &
pass
information

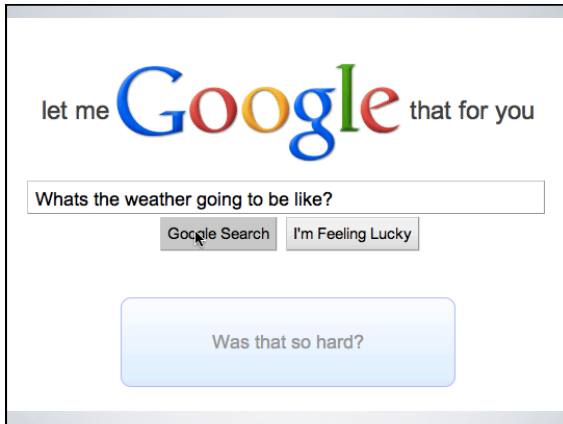


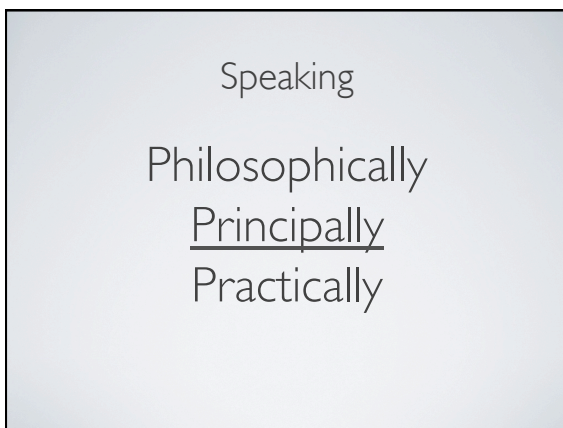


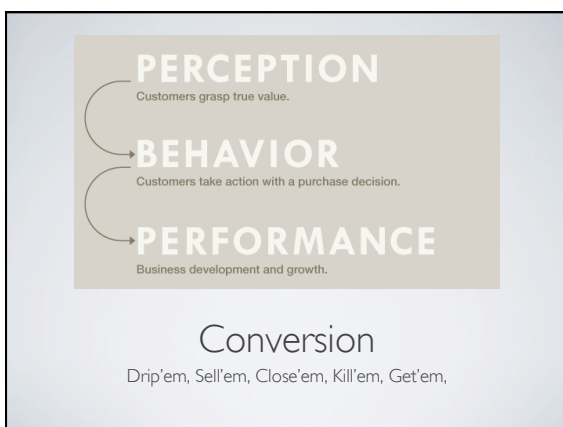


	% of adult internet users in the U.S. who do this online ▾	Survey month/year
Use a search engine to find information	92	5/1/2011
Send or read e-mail	91	8/1/2011
Look for info on a hobby or interest	84	8/1/2011
Search for a map or driving directions	84	8/1/2011
Check the weather	81	5/1/2010
Look for health/medical info~	80	9/1/2010
Look for information online about a service or product you are thinking of buying*	78	9/1/2010
Get news	76	5/1/2011
Go online just for fun or to pass the time	74	8/1/2011
Buy a product	71	5/1/2011









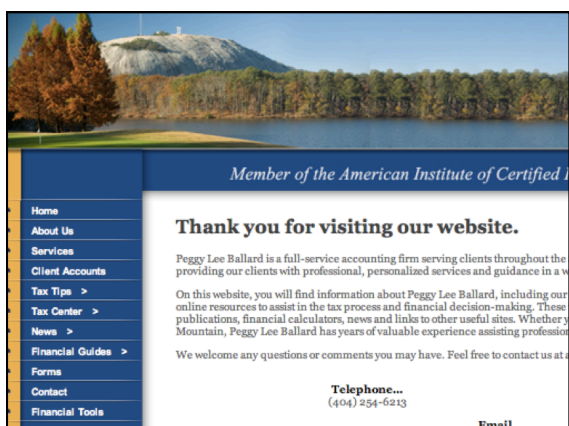


State of the union

Current online marketing mix is not hitting the mark.
Don't convert - **EVOLVE!!**

Example of a current
online marketing Mix

- **Website (Brochure-ware)**
- **Email Newsletter (most likely not original content)**
- **Social Media (presence, not active)**



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We welcome any questions or comments you may have. Feel free to contact us at:

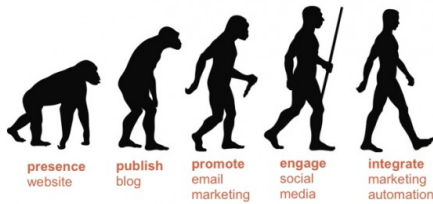
Telephone...
(404) 254-6213

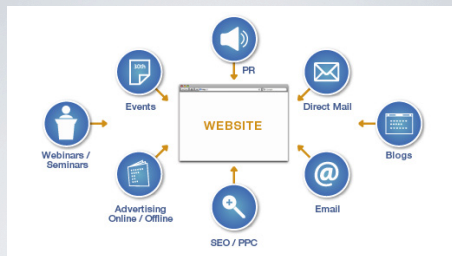
Email...

Modern Mix has evolved

- **Website (hub model)**
- **Email Newsletter (orig content)**
- **Webinars**
- **Blogs**
- **Social Media mix (active)**
- **Content (strategy)**
- **ETC**

Content Marketing Evolution





Website as the hub

Website is to act as the hub of all your other activity.

CONTENT IS KING

Content Content Content
Professional service firms are driven by content. Can you figure out how to release good content?

Professional services is an industry of infrequent, technical, or unique functions performed by independent contractors or by consultants whose occupation is the rendering of such services.


-wikipedia

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Internal audit at the crossroads: From compliance to growth

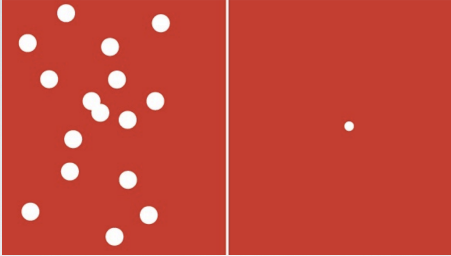
As the economy slowly improves, organizational demands are pulling internal audit professionals in new directions. While chief audit executives (CAEs) are shifting their mindsets from a compliance orientation to one focused on value-enhancement and driving growth, they must also pay close attention to growing risks, such as those related to cloud computing and cybersecurity. Grant Thornton's 2012 Chief Audit Executive Survey taps into the views of some 300 CAEs from U.S. companies and explores their views on technology, globalization, risk, and the future of the profession. [Read more>](#)



Download the World in Figures app!
Grant Thornton and The Economist have launched The World in Figures 2012 app. Download economic, socio-demographic, cultural and environmental statistics from The Economist.

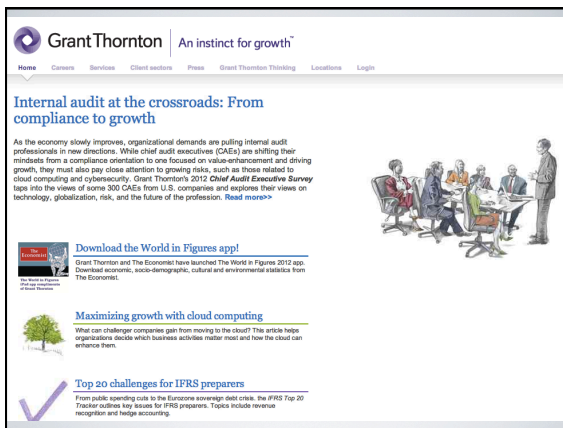
Maximizing growth with cloud computing
What can challenger companies gain from moving to the cloud? This article helps organizations decide which business activities matter most and how the cloud can enhance them.

Top 20 challenges for IFRS preparers
From public spending cuts to the European sovereign debt crisis, the IFRS Top 20 Tracker outlines key issues for IFRS preparers. Topics include revenue recognition and hedge accounting.



Shotgun -Vs- Sniper

Generic content versus tailored content directed at prospects



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B2B Long Tail SEO

High
Low

COST & COMPETITION

High
Low

SEARCH FREQUENCY

1 WORD PHRASES
"logistics"

2 - 3 WORD PHRASES
"logistics management"
"logistics management software"

MORE DESCRIPTIVE PHRASES
"logistics management software case studies"

Long Tail SEO

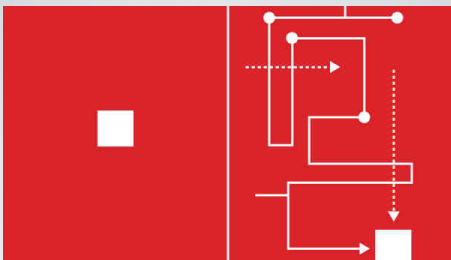
Specific searches yield specific results, this is where you want to be "optimized"

How do people search?

1998: Pork Recipe
2005: Pork Recipe
2013: Pork honey Glaze with carrots

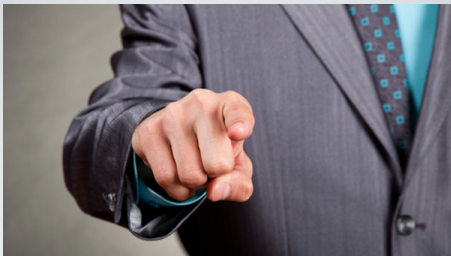
1998: Derek Jeter
2005: Derek Jeter RBI's
2013: Short-stop fantasy sports totals

1998: Company Finance
2005: Company Finance for non-profits
2013: Restructuring Debt for a non-profit



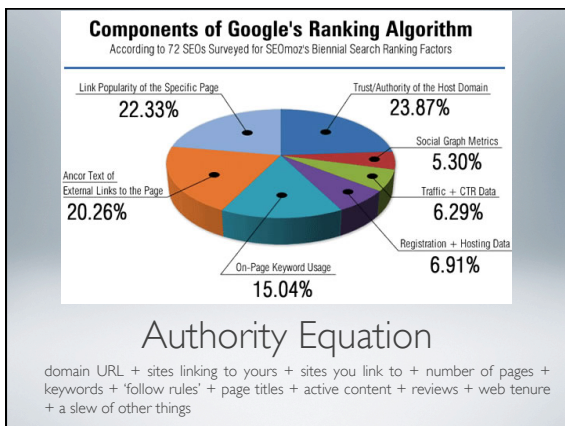
Front Door -vs- Side door visits

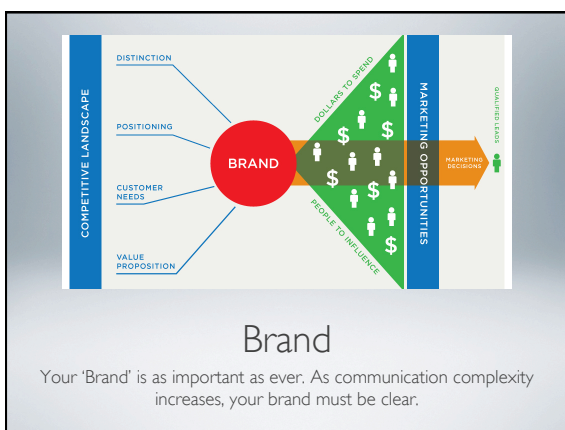
Your home page, while important, is not as important as people entering through 'side doors'.

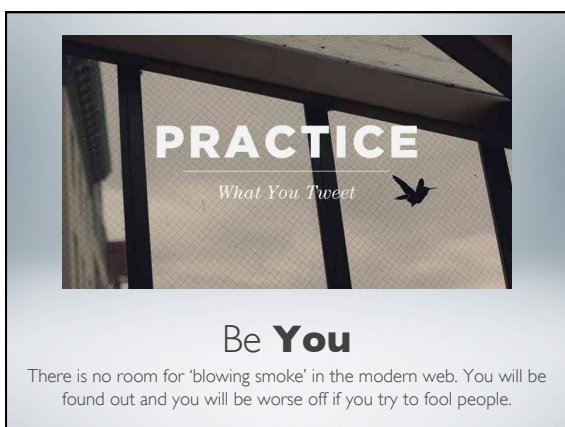



Are you an **Authority**?

Think of **authority** as being both competent and relevant on a given subject.










Be a good citizen


Being a good corporate citizen goes far on the web. Interact with your community via the web.



THEY CAME—NOW WHAT?

Conversion

Drip'em, Sell'em, Close'em, Kill'em, Get'em,



PERCEPTION
Customers grasp true value.

BEHAVIOR
Customers take action with a purchase decision.

PERFORMANCE
Business development and growth.

Conversion

Drip'em, Sell'em, Close'em, Kill'em, Get'em,

Agenda

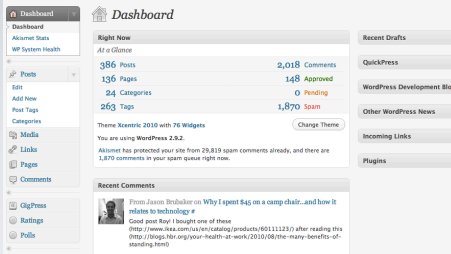
Philosophically
Principally
Practically

Road Map

- 1. Buy in from the top**
- 2. Marketing plan that considers the website as the hub of all things marketing**
- 3. Build your website as a platform**
- 4. Content Strategy**
- 5. Tools + delivery systems**

Web platform

- **Ability to update on fly**
- **Updates push to WWW**
- **Blog/Articles/Resources Component built in**
- **Analytics**
- **SEO Easy(er)**
- **Open**
- **Conference room rule**



Dashboard

Right Now

At a Glance	2,018 Comments
386 Posts	148 Approved
136 Pages	0 Pending
24 Categories	1,870 Spam
263 Tags	

Recent Comments

Theme Xcentric: 2010 with 76 Widgets
You are using WordPress 3.8.2.
Assumed has protected your site from 28,819 spam comments already, and there are 1,870 comments in your spam queue right now.

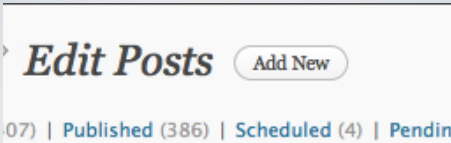
Update on fly
Don't be held hostage by a marketing company or a design firm



NO COMMENTS | **POST A COMMENT**

Facebook Twitter Google+ 0 Email Print +

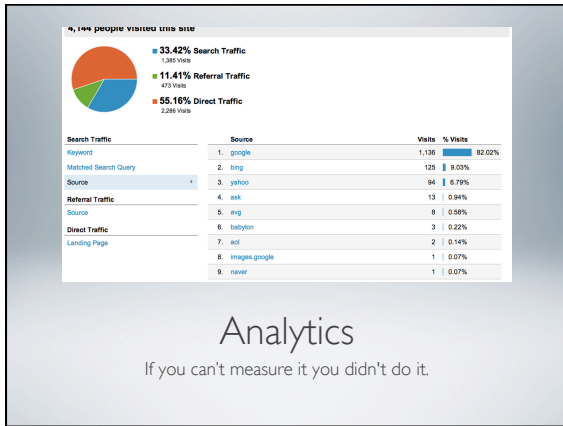
Updates push to WWW
When content is updated on your site certain aspects should push to the web automatically. After that it should be easy to share content from the site.



Edit Posts Add New

07 | Published (386) | Scheduled (4) | Pending

Blog engine
Need to make sure that the blog/article/resource component is built into the site. You should not have a separate site!



City	Visits	Pages/Visit
1. San Francisco	74	1.39
2. Menlo Park	40	1.08
3. Newport Beach	30	1.23
4. Los Angeles	26	1.38
5. Oakland	22	1.41
6. Irvine	18	2.22
7. San Diego	16	2.94
8. Sacramento	11	2.73
9. Walnut Creek	11	1.91
10. Mountain View	9	2.44

Analytics

If you can't measure it you didn't do it.

All in One SEO Pack

[Click here for Support](#)

Title: Network installation and cutover services for CPA firms r

Description: 67 characters. Most search engines use a maximum of 60 chars for

Description: Xcentric is a provider of IT services to CPA firms. Firm's nationwide trust for both large and small projects knowing the expertise needed to do is crucial.

Description: 168 characters. Most search engines use a maximum of 160 chars for description.

Keywords (comma separated): networks, CPAs, technology, accounting, CCH, Thomson

Title Attribute:

Menu Label:

Disable on this page/post: ☐

SEO

Websites can be SEO tuned by a novice so long as the platform has the capability.

Content Strategy



Build a Content Map



Source Content



Leverage Content

2012 Subjects & Topics

- Security
 - Cloud Security
 - Keeping client data secure
 - Security Loop holes
 - End user Security training and best practices
 - Secure devices
 - Update on mobile security
 - Policies
 - Acceptable use policy
 - Confidential Data Policy
 - Incident Response Policy
 - Encryption Policy
 - Password Policy
 - Smartphone security
 - Audit/Laptop Security
 - Microsoft Patch Tuesday
 - Update on Security regulations that effect CPA firms
- Virtualization
 - Latest trends in virtualization
 - ROI of Virtualization

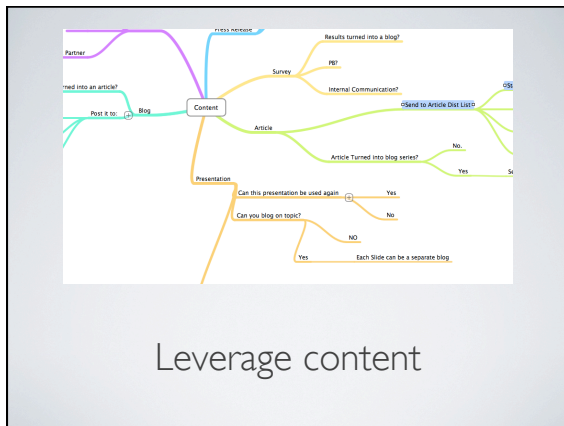
Build a Content Map

Source Content

- Build a Blogging team
 - Creators
 - Curator/s
- Repurpose Emails
 - Create a content@firmname.com
- Rewards System
- Clients
 - Video interview or testimonial
 - Q-A Blog
 - Written pieces
 - Surveys - reveal findings

Source content

- Capture content already in motion
 - Presentations-Each slide = a blog
 - 3 or so blogs on related topic = an article
- Internal Social Media
- Culture Pieces

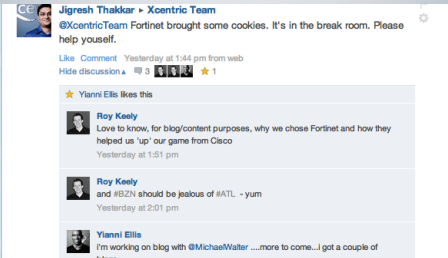


Leverage Content

- Build Distribution lists
 - Local news outlets
 - Trade associations (aligned with your niche)
 - Drip Marketing List (prospects, clients, etc)
- ReSkin Content
- An article can be sent:
 - Local Newspaper
 - Email Newsletter to Dist lists
 - Tweeted, FB, LinkedIn


Tools + Delivery Systems

- Website should do some of the work for you
- Social Dashboard tools
 - Hootsuite
 - Tweetdeck
- Email Marketing
 - MailChimp
 - Biz Actions
- Google Alerts



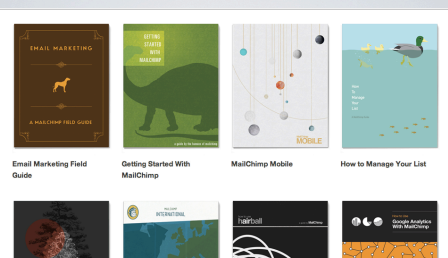
Internal Social media

It can be a real tool. Content by committee is greatly helped if a platform has been adopted.



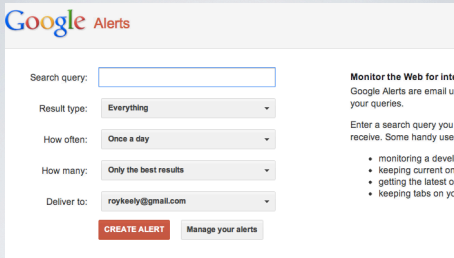
Social Dashboards

TweetDeck, Hootsuite, and others allow you to send, monitor, and interact on multiple sites in one dashboard.



Email Marketing

A no brainer way to get started. Build your list. MailChimp or BizActions are my go to firms.

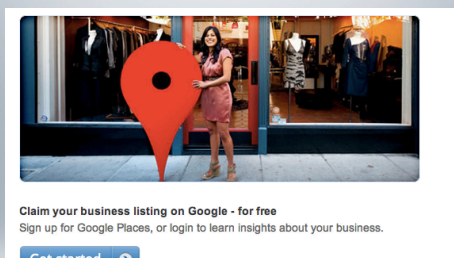


Google Alerts

Listen in on your brand all over the web. (can also use to keep an eye on competitors or prospects)

Social Media sites

- All things Google
 - Google Places, Google+, Maps, YouTube, Register your site
- Blogs
- Twitter
- LinkedIn
- Video
 - YouTube and/or Vimeo
- Facebook



Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

[Get started](#)

Google Places

No brainer, must do. Helps 'authority' as discussed earlier in the presentation.

