

NEWS

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Golden Marketing Inc Campaign Wins Award from Association for Accounting Marketing

STANFIELD & O'DELL'S BLOG INTEGRAL PART OF NICHE-BUILDING CAMPAIGN

St. Louis, MO – June 12, 2007 – Golden Marketing, Inc. was honored by the Association of Accounting Marketing (AAM) with an award for a “Niche-Building Campaign” they were hired to develop and implement for CPA firm Stanfield & O’Dell of Tulsa, Oklahoma. At the recommendation of Golden Marketing, Stanfield & O’Dell became the first multi-partner CPA firm to launch a sector-specific blog (theministryblog.com). Innovative approach—and demonstrated results—were noted by judges in selecting Golden’s campaign from among several outstanding entrants for this “Association for Accounting Marketing-Marketing Achievement Award” (AAM-MAA) presented on June 7, 2007, at AAM’s 13th annual summit in Savannah, Georgia.

The niche-building campaign centered on growing the CPA firm’s practice specific to Christian ministries across the United States. The campaign included not only the blog written by the firm’s practitioners for national visibility, but also promotion of the blog by mail, tradeshow appearances, and trade-publication advertising.

“We’re pleased with the visibility this award brings to the value of blogging for professional service firms,” explains Michelle Golden, president of Golden Marketing, Inc. “When a firm gets out there on the Web, and demonstrates their expertise and commitment about a specific area of practice, it underscores their commitment and credibility. It also humanizes the firm and helps to create relationships. Stanfield & O’Dell are truly earning the results they are getting from this effort—I’m very proud of their willingness to pioneer this area that is completely new for accountants.”

Golden, who works with accounting firms across the US and abroad, notes that there are only 23 blogs authored by licensed public accountants for the purpose of reaching current and prospective customers. Of these 23 blogs, only four are industry-specific rather than service focused (e.g. general accounting, tax or other services). The Ministry Blog was the second of the four to launch.

“In contrast to the legal profession, accountants have almost no presence on the Internet,” says Golden. “There are thousands of lawyers who blog and are experiencing unexpected benefits from the relationships they are creating. Accountants are far more skeptical of this medium of communication

and are far behind when it comes to understanding and working with social media. I suspect it will be many years before we see a large number of accounting firms with blogs—just the way it took years before the need for a website was understood. It's a shame because the playing field is wide open for firms to be first-to-market with blogs in almost every industry sector save the three that exist now: ministries, health care and construction.”

Golden authors a well-trafficked blog (www.goldenpractices.com) for professional service providers about improving their firms and their practices. Because of her high interest in using social media in the world of professional services (or B2B) she speaks to and works for accountants all over the world about using the Web to reach their target audiences—audiences which, she explains, are their prospective employees as much as prospective clients and referral sources.

“If accounting firms would make better use of the Web to reach talent, they would reach exactly the sort of people they want most. In the midst of the current talent crisis, this is a message firms are eager to hear, but are still quite leery to act upon. It will be interesting to see what happens in the next two or three years with regard to accounting firms adopting marketing and recruiting strategies that include social media.”

Golden also developed, and on May 31 launched, a UK accounting firm's website (www.mercerhole.co.uk) which includes five integrated blogs. One blog is for recruiting purposes and three are related to Mercer & Hole's services. “This firm's blogs brought the total number of practice blogs from 20 to 23. We're proud to be with them on the leading edge of CPAs and Chartered Accountants who are blogging.”

Golden's blog includes a running list that tracks blogs written by accountants:

(<http://goldenmarketing.typepad.com/weblog/accountingbloglist.html>).

About Association for Accounting Marketing (www.accountingmarketing.org)

AAM, since 1989, is the only association in the US formed specifically to address the marketing needs of public accounting firms. The AAM-MAAs recognize outstanding achievements in 17 subcategories of these four key areas of accounting marketing: collateral and identity; communications; business development and lead generation; and advertising. This year, nearly 200 entries were submitted.

About Golden Marketing (www.goldenmarketinginc.com)

In 1999, founder Michelle Golden launched Golden Marketing Resources Inc. (dba Golden Marketing Inc. and Golden Practices Inc.) to aid professional service firms with practice management and growth. Working with firms throughout the US and abroad (from four person firms to the 'Big 4') Golden is regarded as a leading “new generation” consultant. This is the second subsequent award from AAM for Golden Marketing's work—in June, 2006, a CPA firm website developed for Briggs, Bunting & Dougherty (www.bbdcpa.com) also earned an AAM-MAA.

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