

# Marketing Services Integrated Marketing Communications Plan Case Study - #34

## Situation/Opportunity

With a variety of service offerings beyond that of a typical CPA firm, Skoda Minotti needed to develop an integrated marketing communications plan that both educated not only its current clients and prospects, but the firm's staff as well.

## Our Solution

Skoda Minotti Marketing Services developed a plan with both internal and external elements:

### Internal

- Individual Business Development Plans (IBDP) focusing on personal and professional growth for members of the firm's professional staff
- Monthly internal e-newsletter to improve internal communications
- Annual firm meeting to reinforce the brand
- Brand enhancers (i.e. mugs, pens, shirts, etc.)

### External

- Niche industry/service marketing plans
- Monthly and quarterly e-communications plan
- Ongoing print advertising campaign
- Ongoing online advertising campaign
- Ongoing Google Ad Words campaign
- Frequently updated Web site
- Online recruiting video and interactive Photo Audit game
- Blog featuring firm experts
- On-going media relations campaign
- Local and national business award entries

## Results

### Internal

- More than 35 professionals met with the VP of marketing to discuss their IBDP
- 94% of survey respondents found the annual meeting to be of value
- 50.1% of clients use more than one service

### External

- More than 30,000 hits to the firm web site in 2008
- 1,529 clicks through the AdWords campaign
- \$67,140 in advertising equivalency generated through our public relations program

Delivering on the Promise.

goals

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employ

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touch points

Developing an Integrated Marketing Communications Plan

If you're full in a fever and none is around to hear it, don't make a sound! Likewise, if you run an ad but no one in your target audience notices it, don't make any impact at all - and more importantly, would you know if it did?

By developing a truly integrated marketing communications plan, strategically targeted to your prospects and utilizing numerous marketing tactics and touch points, you can ensure that your marketing dollars are not going to waste.

Skoda Minotti Marketing Services will help you plan, execute and track your strategic marketing tactics to generate a quantifiable return on your marketing investment.

To learn more, please see the adjacent page and also visit [www.skodaminotti.com/insights.html](http://www.skodaminotti.com/insights.html) or call us at 440-449-6300.

**SKODA MINOTTI**  
MARKETING SERVICES

[www.skodaminotti.com/insights.html](http://www.skodaminotti.com/insights.html)

ad campaign

e-newsletters

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**INSIDE SKODA MINOTTI**

**SKODA MINOTTI**  
CPA, BUSINESS & FINANCIAL ADVISORS

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**BEING DELIVERED TODAY**

**Firm News**

**Upcoming Events**

- January 24th: Security Lunches at 12:00pm, 12:45pm, Mayfield HS Field House
- Skoda Minotti Basketball @ Ohio Partners
- January 29th: Asian Day
- February 6th, 8:45am: Mayfield HS Field House
- Skoda Minotti Basketball @ Snap On
- February 12th, 11:30: Lockdown: Skoda Minotti/Fidelity VVIP Seminar
- February 12th, 10:45am: Mayfield HS Field House
- Skoda Minotti Basketball @ Old School
- February 19th, 2:30: Luncheon: Bentley Hotel
- February 22nd, 8:45am: Mayfield HS Field House
- Skoda Minotti Basketball @ The Commons

**Congrat!**

- Mike Evans is now a Certified Fraud Examiner! To earn this certification, Mike was based on his knowledge and expertise in the four primary areas of fraud examination: Fraudulent Financial Transactions, Legal Aspects of Fraud, Investigative Methods and Cosmology and Ethics, and Forensic Computer and Information Systems. He is a member of the **Ad Therapy Studio**, a non-profit organization that provides positive therapeutic programs in a variety of settings, where people can benefit from the healing power of art. Please let marketing know when you've been appointed to a recipient based on our knowledge.

- **Skoda Minotti has been selected as a winner of the NED Success Award for the 8th straight year!** This award recognizes the reports to performing public and private companies.

**On the Move**

**At Skoda Minotti, our mission is to deliver on the promise of being an integral contributor to our clients' success through our team of experienced professionals, which is committed to achieving excellence by:**

- Providing premier business services.
- Fostering an environment maximizing personal and professional growth.
- Maintaining the highest ethical standards, and
- Enhancing the future of our community.

**Core Values**

- Passion for excellence
- Integrity and innovation
- Commitment to client service and results
- Teamwork
- Respect and compassion for others.
- Family values

**Akron Update**

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**SPECIAL DELIVERY**

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**E-Newsletter**

**What's New**

**VIP Seminar**

Skoda Minotti will partner with Fidelity VVibe and Data to host an informative seminar, "Creating Value, Efficiency and Savings using VVIP." In addition to covering the benefits of this new technology, the presentation will also cover real-life case studies of companies that have implemented VVIP and the results they have seen.

To register for the seminar online, visit <http://vip.vvibe.com/>

**Event Details**

Date: February 12th, 2009

Time: 11:30am - Noon: Registration and Networking  
Noon - 12:45pm: Luncheon Seminar  
"Creating Value, Efficiency and Savings Using VVIP"  
12:45 - 1:00pm: Q&A

Location: Lookkeeper's (Formerly Restaurant Dates)  
8001 Rockside Rd  
Village View, OH 44125  
[Click here for directions](#)

Cost: \$25

**Financial Terms Glossary**

From "above the line" to "zero coupon bond," our new financial glossary has you covered on just about any financial term that you may run into. To check it out, [click here](#).

**Adviser Insights**

With tax season upon us, we wanted to let you know that we have created our **Tax QuickGuide** on our Web site. The **QuickGuide** is your source for all of the relevant rules, deadlines and changes for 2009.

Some of the useful information that you'll find here includes:

- 2009 Tax Filing Deadlines
- 2009 Deductions and Exemptions
- What's New in 2009

We look forward to working with you this tax season to minimize your tax liability and keep you in compliance with all government

**Terry L. Silver, CPA, JD**

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