



## Hip Hop Accounting, LLC Marketing Plan

### Goals

- Through personal contact, strengthen relationships with clients, referral sources and prospects
- Be advocates for our clients and their industries
- Provide a unified approach to marketing
- Continue branding HH

### Tactics

#### I. Through Personal Contact, Strengthen Relationships With Clients, Referral Sources and Prospects

- a) Initiate regular conversations and meetings with clients regarding their business
- b) Provide special client only information meetings and seminars
- c) Hold an annual client appreciation event

#### II. Be Advocates For Our Clients And Their Industries

- a) Encourage involvement of team members in the appropriate trade or professional organizations
  - Incorporate sharing of industry information in departmental meetings
- b) Become well versed in industry issues by reading specific industry publications
- c) Take the initiative to alert clients to important business and industry matters

#### III. Provide A Unified Approach To Marketing

- a) Develop an effective approach to communicating marketing and sales activities internally (i.e., get the right information to the right clients in the right way)
  - Limit mailings to appropriate clients
    - Quarterly HH updates on services and activities

---

505.263.9460  
mguillemette@comcast.net  
www.melindamarkets.com

P.O. Box 1529  
Corrales, NM 87048



- Develop and support a single firm wide client database that includes:
  - Client specific information
  - Billing information
  - Staffing information
  - Scheduling
  - Prospects
  - Contact management information
- c) Develop the tools for each department to facilitate making referrals and identifying cross-selling opportunities
- d) Department heads to report cross-selling referrals made at monthly mandatory business development meetings

#### IV. Continue to Brand HH

- a) Ensure all marketing materials have a clearly identifiable look and tone
- b) Marketing materials include:
  - Brochures
  - Proposals
  - Announcements
  - Advertising
  - Articles
- c) Tell the firm's story consistently
  - Affiliates and comprehensive services
  - Mission
  - Core values
- d) Define HH's client service philosophy and integrate it into all aspects of the firm

#### V. Implementation

- a) Development Of Departmental Action Plans by Department or Affiliate
- b) Must include
  - Industry focus
  - Product and services development
  - Cross selling opportunities
- c). Implementation options
  - Personal marketing plan – mandatory for principals, senior managers and managers

---

505.263.9460  
mguillemette@comcast.net  
www.melindamarkets.com

P.O. Box 1529  
Corrales, NM 87048



- Seminars
- Targeted mailings
- Development of referral sources
- Business networking
- Community visibility
- Prospect development
- Advertising
- Must identify: required action, parties responsible and deadlines

## VI. Monitoring Results

- a) Marketing department coordinates quarterly group department head meetings
  - Status of departmental plans
  - Opportunities for collaboration
  - Challenges
  - Modifications
- b) Personal marketing plans
  - All personal marketing plans must support departmental action plans
  - Marketing director meets with participants quarterly to monitor results and coach
  - Marketing director meets with department heads quarterly to report on individual progress (can be part of meeting noted in *a*) if necessary)

---

505.263.9460  
mguillemette@comcast.net  
www.melindamarkets.com

P.O. Box 1529  
Corrales, NM 87048