

Marketing & Communications Call Survey

Thursday, July 09, 2020

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30

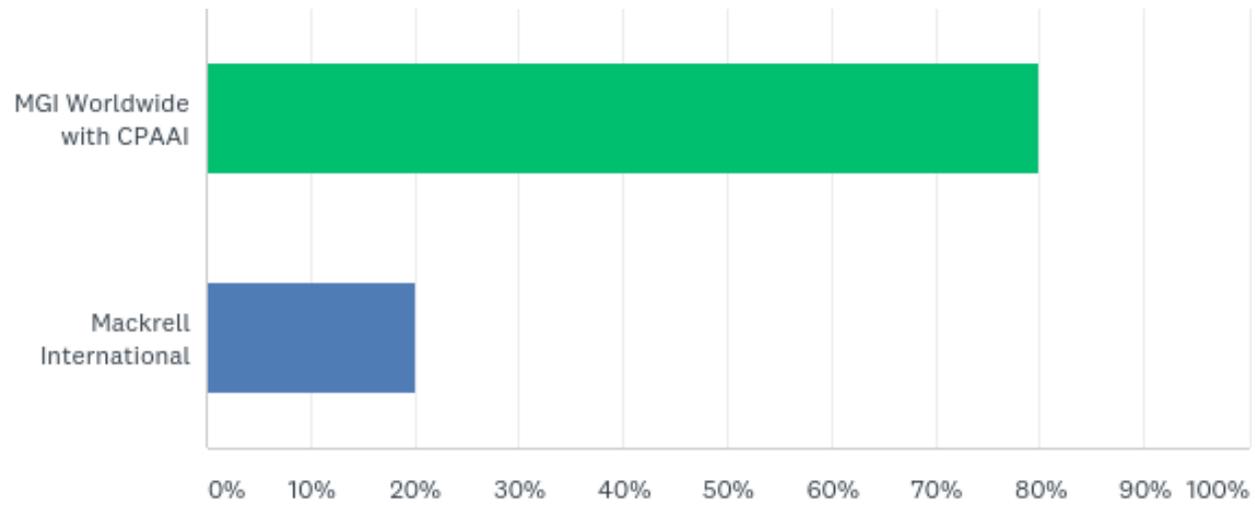
Total Responses

Date Created: Wednesday, June 17, 2020

Complete Responses: 30

Q6: Member Of

Answered: 30 Skipped: 0



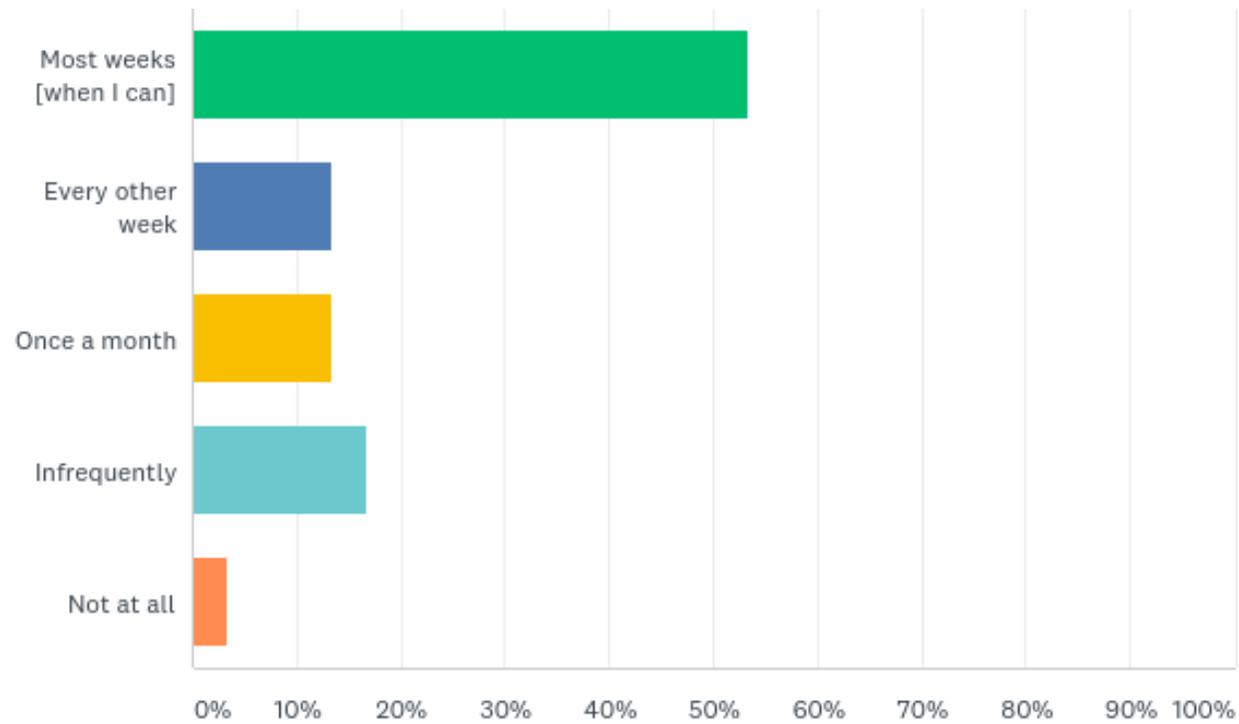
Q6: Member Of

Answered: 30 Skipped: 0

ANSWER CHOICES	RESPONSES	
MGI Worldwide with CPAAI	80.00%	24
Mackrell International	20.00%	6
TOTAL		30

Q7: How regularly do you attend our Weekly Group Marketing Call?

Answered: 30 Skipped: 0



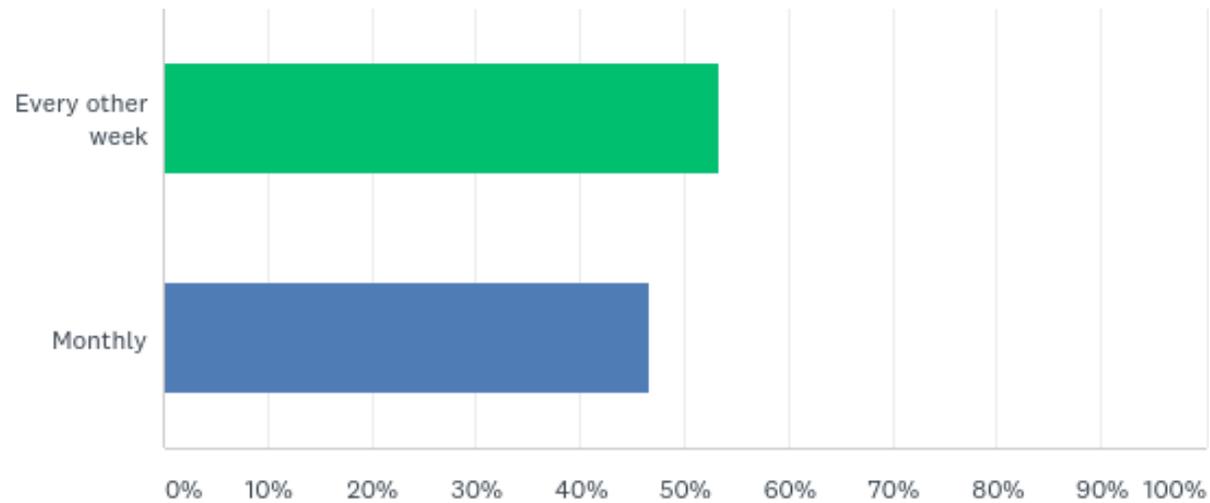
Q7: How regularly do you attend our Weekly Group Marketing Call?

Answered: 30 Skipped: 0

ANSWER CHOICES	RESPONSES	
Most weeks [when I can]	53.33%	16
Every other week	13.33%	4
Once a month	13.33%	4
Infrequently	16.67%	5
Not at all	3.33%	1
TOTAL		30

Q8: From September we will move the calls to every other week or monthly, do you have a preference?

Answered: 30 Skipped: 0



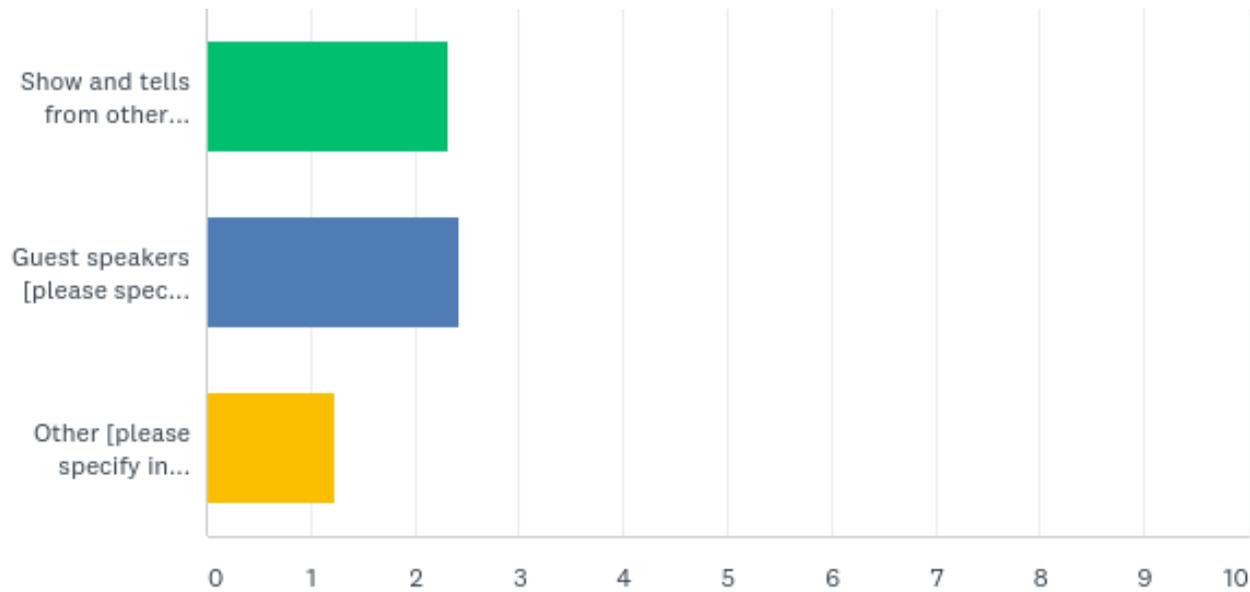
Q8: From September we will move the calls to every other week or monthly, do you have a preference?

Answered: 30 Skipped: 0

ANSWER CHOICES	RESPONSES	
Every other week	53.33%	16
Monthly	46.67%	14
TOTAL		30

Q9: What would benefit you most [Order 1 to 3 with 1 being most important to you]?

Answered: 30 Skipped: 0



Q9: What would benefit you most [Order 1 to 3 with 1 being most important to you]?

Answered: 30 Skipped: 0

	1	2	3	TOTAL	SCORE
Show and tells from other members	40.00% 12	53.33% 16	6.67% 2	30	2.33
Guest speakers [please specify in comment box at the end]	56.67% 17	30.00% 9	13.33% 4	30	2.43
Other [please specify in comment box at the end]	3.33% 1	16.67% 5	80.00% 24	30	1.23

What topic areas would you like to discuss or learn about?

Membership

- Examples of firms collaborating
- Member-to-member marketing
- Marketing and branding to promote respective expertise and future strategies
- Joint initiatives, sharing clients
- Show and tell on marketing successes

Digital

- New areas to be aware of
- Useful tools and technology
- SEO tips for non-tech marketers
- Easy steps to drive more traffic
- What digital marketing tactics work best
- Lead generation, google advertising

What topic areas would you like to discuss or learn about?

Content

- Tips on content creation
- Content ideas for clients and prospects
- Topics to address trends
- Email marketing
- Good sources for content blogs
- New lines of service

CRM

- Advice on CRM software systems
- What fits well with your firm
- What has worked
- Integrating technology

What topic areas you would like to discuss or learn about?

Social

- Social media advertising
- Facebook ads
- Instagram ads
- How to engage older generations?
- How to engage prospective clients?

Communications

- Email marketing
- Internal communications
- Internal marketing
- Coaching and staff mentoring
- Best practices for using client testimonials including google reviews

What topic areas you would like to discuss or learn about?

Management

- What is working?
- How time consuming do they find it
- Do they have special marketing teams?
- How much firm time do they allocate?

Business Development

- BD for the future
- New lines of service
- Client fidelization
- Creative marketing tactics
- Out the box thinking

We are looking for volunteers from the Group!

For future 'show and tells' from firms

THANK YOU!

"I really enjoy the calls - very helpful."

Keith, Marketing Manager, RINA accountants & advisors, USA

"A big thank you. They have been very useful and allowed us to get to know each other better."

Marianne, Marketing Manager, BTO Solicitors, Scotland

"Its great to finally feel part of the worldwide community and knowing that we are not doing so bad as we thought."

Celest, Marketing, MGI Bass Gordon, South Africa

"I love this initiative!"

Hermes A. Hernández , Partner , MGI Hernandez & Asociados, Costa Rica

"Really helpful in feeling connected to a wider world of talent across the MGI network"

Steve, Commercial Director, Rickard Luckin, UK

"Really helpful and it will be great to continue these to ensure we are maximising the MGI relationship as much as possible for Marketing."

Suzanne, Marketing Manager, Seymour Taylor, UK

"I enjoy these a lot, very informative!"

Chanelle, Marketing & Tax Assistant, Wright Ford Young, USA

"I really appreciate having this network for learning and sharing ideas. Thank you!"

Lynne, Communications Director, H2R CPA, USA