

Highlights from the

Boomer Marketing & BD Circle

Fall 2022

Highlights from the Boomer Marketing & Business Development Circle™ – 2022 Fall Meeting

The Boomer Marketing & Business Development Circle™ is a community of marketing and business development professionals from forward-thinking firms who are committed to aligning marketing and business development initiatives with firm strategy. Learn more at www.boomer.com/mbdc.

This September, members met virtually and in Kansas City, MO, to share knowledge and build relationships with peers. The discussions centered around the following topics.

- **Boomer Briefing: Gaining Buy-In for Change**
 - A lot of change is happening in the profession. As a result, how firms are approaching their growth strategies is changing.
 - In this session, members learned how to communicate and message important growth changes happening in their firms.

- **Scaling SEO Campaigns in 2022: A Behind the Scenes Look at How Great Brands Achieve Massive Organic Traffic**
 - Marketers who implement “SEO best practices” often struggle to maintain strong organic traffic growth.
 - We discussed SEO strategies that go beyond best practices based on interviews with experienced SEO practitioners who have generated organic traffic at a global scale..

- **Marketing and Business Development Exchange**
 - Each member brought an item, resource, project or marketing technology that they developed or use internally to share with the group.
 - Some of the tools and resources shared include automation with client engagement initiatives and new client onboarding.

- **Chief Growth Officers and their Relationship to Marketing**
 - How are Chief Growth Officers collaborating with CMOs of drive growth in their firms?
 - In this session, we explored some of our members’ history with the CGO role, their current focus areas, and their vision for the future.

- **Future Proofing Your Digital Brand**
 - How can marketing and business development leaders prepare for post-pandemic marketing, the Metaverse, and Web 3.0?
 - Juntai Delane of Digital Delane led a strategy session on applying innovative marketing tactics and successfully taking a brand into the future.

- **Sponsor TED Talk**

- Identifying new solutions and systems is a big part of our responsibilities. At each meeting, we like to hear from sponsors.
- Joe Pensa of Intapp gave a brief presentation on their product, followed by an open Q&A session so members could take a deeper dive.

It's impossible to cover everything we discussed at the Boomer Marketing and Business Development Circle in this short summary. However, the trends described in this report should give you some insight into the marketing and business development challenges and solutions that firms are thinking about today.

An Invitation to Participate in the Boomer Marketing and Business Development Circle™

To learn more about the Boomer Marketing and Business Development Circle community, please visit <http://www.boomer.com>.

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