

Highlights from the

# Boomer Marketing & BD Circle

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Fall 2023

## Highlights from the Boomer Marketing & Business Development Circle™ – 2023 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](http://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.

- **Go Narrow! How to Turn the Power of Specialization Into Profits for Your Firm**
  - Industry specialization is a proven business model that helps accounting, tax and advisory firms accelerate and sustain growth. When done correctly, it's woven into everything a firm does.
  - In this session, Alice Lerman of Lerman Strategies delved deep into the compelling reasons why industry specialization should be a critical element of every firm's business model and gave tips on integrating that specialization into other critical strategies and operations across the firm.
  
- **Industry Practices as an Engine for Growth**
  - This workshop-style session engaged participants in an active discussion of how to make an industry strategy the firm's primary engine for organic growth.
  - Members discussed the primary elements of best-in-class industry programs and learned how to recognize the common hurdles encountered by almost every firm and how smart firms have met and overcome these challenges.
  
- **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.
  
- **Creating High-Powered Sales Funnels to Improve Engagement**
  - Finding new ways to get website visitors to interact with a firm's website is critical for SEO and helps build trust with the brand.
  - In this session, we went beyond downloads and PDFs to talk about creating interactive tools and digital courses to improve visitor engagement and capture more warm leads.
  
- **AI + SEO: How to create keyword-rich blog articles in 30 minutes or less.**
  - We all know the AI revolution is upon us. But how do we use it to improve our website rankings with Google or to create high-value content?
  - In this session, David McArde of VMD walked members through the best AI-powered blogging tool step-by-step so they can start leveraging the power of AI to create content that will boost search rankings.

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 insight into the marketing and business development challenges and solutions that firms are considering 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 <https://www.boomer.com/mbdc>

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