

Fractional CMO Services Keep NJ Accounting Firm Visible in a Competitive Market



AT A GLANCE

Challenges

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Benefits

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Maria Rollins
MANAGING PARTNER

KRS CPAs, a full-service accounting firm in Paramus, NJ, has been working with Advantage Marketing since 2014. Over the past 10 years of the engagement, our marketing firm—and president, Loraine Kasprzak—have provided KRS CPAs with:

- Marketing segment planning and tactics
- Website content and optimization
- Newsletter planning and content
- Social media
- LinkedIn training for new hires
- AI training and process automation
- Event planning and execution
- Procurement of promotional items

"In 2014, we didn't have anyone in house to handle our marketing and we needed to be visible among our peers, referral sources, and prospective clients as well as for recruiting purposes because the job market in our field is so competitive," said Managing Partner Maria Rollins. "Loraine has helped promote everything we do, coordinating all our marketing activities so we can concentrate on client service."

Maria noted that "having Loraine as a fractional CMO enables us to focus on areas of firm growth, while her team takes on coordination and/or execution of our many marketing tactics. Plus, she is more strategic about what we create and ensures our materials—digital and print—are always properly branded and messaging on point."

A shift in marketing toward attracting strong talent

During the ten-year engagement, KRS's needs have changed, requiring a more robust online presence for talent recruitment in a highly competitive market and field.

According to Roanne Isip, the assistant firm manager, "Recruitment activity increased after the Covid pandemic subsided and remains on the upswing. During recruitment season, it is especially important to show prospective interns and employees that KRS CPAs is a good fit for them—an office that's serious about business but a fun place to work."



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Could your firm benefit from working with a fractional CMO? Contact us at Info@Advantage-Marketing.com or 908.233.6265.

Roanne, who covers a lot of areas at the firm (including HR and career fairs) said “having Loraine by my side is so helpful. We make an extra effort to show how we boost morale and Loraine does a great job making sure that shows up, especially on social media with personable posts that show who we are and what we are doing every day.” She added that the website is also a key tool to showcase KRS CPAs as a positive workplace and provide prospective clients and employees with a strong sense of the firm’s culture.

She noted that continual SEO work on the website keeps KRS CPAs at the top of search results and Loraine makes sure the firm is conscious of its Google reviews and other online activity.

“She is very conscious of what’s trending and makes sure we stay relevant in today’s market,” said Roanne. As part of her fractional CMO engagement, Loraine also supports Roanne on career fairs, making sure banners are updated, all handouts are ready, and giveaways are ordered.

That HR/marketing support extends to training new hires on updating their LinkedIn profiles and polishing their social media presence so they align with the accounting firm’s online presence —and bolsters the KRS social media presence as well.

Of their work with Advantage Marketing, both Maria and Roanne agree that the ROI of our engagement has been positive.

“When you work with Loraine, you can develop a marketing plan that is tailored to your company’s size, budget, and goals, and get recommendations that will have serious positive impact,” said Maria.

Roanne added that “You’ll get Loraine’s undivided attention and responsiveness, the benefit of her certifications and her MBA, and her team’s skill set behind all aspects of marketing. There is big ROI from engaging with Advantage Marketing.”