Marketing Your Practice:
21 Practical Tips, Tools and Techniques
to Increase Your Bottom Line

Presenters

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#1 -
Remember that marketing is everything.
#2 -
Make sure your ID system is up to date.
#3 -

Make the most of your website.
#4 - Craft and launch an effective Google Adwords campaign for your practice.
## Campaign: FZK, LLC - Active

**Budget:** $100.00 / day | **Edit campaign settings** | **Opportunities for improvement**

**Targeting:** 1 language | **Edit** | 26 locations | **Edit**

No campaign negative keywords: **Add** | No site or category exclusions: **Add**

### Ad Groups

<table>
<thead>
<tr>
<th>Ad Group Name</th>
<th>Status</th>
<th>Current Bids - Max CPC</th>
<th>Clicks ▲</th>
<th>Impr.</th>
<th>CTR [?</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Relations</strong></td>
<td>Active</td>
<td>$15.00</td>
<td>-</td>
<td>80</td>
<td>246,733</td>
<td>0.03% [?]</td>
<td>$3.38</td>
<td>$270.01</td>
</tr>
<tr>
<td>Search</td>
<td>On</td>
<td>5</td>
<td>792</td>
<td>0.63%</td>
<td>$3.18</td>
<td>$15.91</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Content [?]</td>
<td>On</td>
<td>75</td>
<td>245,941</td>
<td>0.03% [?]</td>
<td>$3.39</td>
<td>$254.10</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>Active</td>
<td>$15.00</td>
<td>-</td>
<td>129</td>
<td>236,603</td>
<td>0.05% [?]</td>
<td>$2.98</td>
<td>$384.47</td>
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<tr>
<td>Search</td>
<td>On</td>
<td>15</td>
<td>5,272</td>
<td>0.28%</td>
<td>$6.03</td>
<td>$90.50</td>
<td>3.9</td>
<td></td>
</tr>
<tr>
<td>Content [?]</td>
<td>On</td>
<td>114</td>
<td>231,331</td>
<td>0.05% [?]</td>
<td>$2.58</td>
<td>$293.97</td>
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<td><strong>Total - 2 active ad groups</strong></td>
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<tr>
<td><strong>Total - all 2 ad groups</strong></td>
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<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

*Please note: all statistics in this report (GMT 20:00 Pacific Time last updated)*
#5 -

Develop a ‘slam dunk’ RFP response package.
Fortunately, we made things easier for you.
#6 -

Develop a professional capabilities presentation.
#7 -

Have a bio at the ready.
#8 -
Get your profile out there.
#9 -

Volunteer.
#10 -
Develop a series of videos to post online.
SAP consultant

Frank Wemmes
Practicemanager SAP Capgemini

Watch in high quality

Rate: ★★★★★ 2 ratings  Views: 3,486

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  01:57 From: fluppe1967
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  04:23 From: employmenttrending
  Views: 2,471

- SAP Interview
  06:38 From: notvincer
  Views: 22,697

URL: http://www.youtube.com/watch?v=AIL5j5KtUn0
#11 -

Become a media darling.
#12 - Develop your fan club and be in their face.
#13 - Put some TLC into your voice mail message.
#14 -

Start a file of marketing, presentation and speech ideas.
#15 -
Get published.
#16 - Speak.
#17 - Be wary of unintended commoditization.
#18 -
Get the most from your professional or industry organizational meetings.
#19 -

Put your plan on paper.
#20 -

Stay away from ‘too’.
#21 -

Just say ‘no’!
Questions & Answers