



CONTENT

S T R A T E G Y

P R O P O S A L

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Content Strategy for SaaS Co. in the Accounting Space

Objective: Expand company's presence in the accounting industry by creating highly-targeted, relevant content that attracts accounting firms, individual accountants, and financial consultants.

1. Content Audit: Identify Gaps and Opportunities

Existing Content:

- The company's current focus on tax compliance, payroll, and deadlines is excellent, but it primarily targets small business owners.
- There are existing resources like blog posts, guides, and a dedicated Accountant Partner Program, but these aren't fully optimized to appeal to accountants as their own distinct audience.

Content Gaps:

- Niche content for accountants: There is room to create more advanced, specific content that addresses accountants' pain points, such as managing payroll for multiple clients or staying compliant with tax laws.
- Thought leadership in AI for payroll and auditing: the company can create high-level content on how AI is transforming payroll processes and financial auditing to appeal to tech-savvy accountants.
- In-depth case studies: the company has client testimonials, but there's a gap in comprehensive case studies specifically highlighting the benefits for accountants.

Opportunities:

- Repurpose existing resources: Articles targeting small businesses could be reworked into accountant-specific content, addressing how accountants can use these tools to better serve their clients.

2. Content Creation Strategy

A. Educational Content for Accountants

- Advanced Tax Compliance Guides: Develop in-depth guides on tax compliance that go beyond basic HR topics, targeting accountants who manage payroll for clients across various states or industries.
- AI and Automation in Accounting: Create whitepapers, webinars, and articles that explore how AI and machine learning are reshaping payroll and accounting, positioning company as an innovator.
- Accounting Workflow Optimization: Write content on how the company can simplify workflows for accountants, enabling them to manage multiple payroll accounts with ease.

B. Case Studies & Success Stories

- **Accountant-Focused Case Studies:** Highlight specific examples of how accounting firms have used the software to streamline payroll and benefits for their clients, improving overall client satisfaction.
- **Video Testimonials from Accountants:** Video content featuring successful accountants or firms using the software can serve as powerful, shareable content for lead generation.

C. Repurposing Content

- **Repurpose Small Business Content:** Articles currently aimed at small business owners can be rewritten to highlight how accountants can leverage the software's features to advise clients on payroll and benefits.
- **Webinars:** Convert existing how-to guides and blog posts into interactive webinars targeted at accountants, featuring demos and real-life applications.

3. Distribution Strategy

A. Partner with Accounting Organizations

- **Guest Contributions:** Collaborate with established accounting organizations, such as the AICPA, to publish guest articles or present at industry events.
- **Podcasts/Webinars:** Launch an accountant-focused podcast or webinar series featuring industry experts and clients, discussing how the software helps accountants improve efficiency.

B. Social Media Strategy

- **LinkedIn Content:** Regularly publish accountant-targeted thought leadership posts and case studies on LinkedIn, emphasizing the software's benefits for accounting professionals.
- **Niche Forums & Groups:** Engage in online accounting forums and social media groups, sharing useful content, success stories, and addressing common accounting concerns.

C. Paid Advertising

- **Targeted Ads:** Run targeted ads on LinkedIn and industry websites with messaging specifically aimed at accounting firms. Highlight integrations with accounting software, focusing on workflow optimization.

4. Content Calendar

First 3 Months:

- **Month 1:**
 - Publish 2 case studies of accounting firms benefiting from using the software.
 - Launch the first webinar on how the software streamlines payroll for accountants.
 - Repurpose 3 existing blog posts for an accountant audience.

- Month 2:
 - Publish a whitepaper on AI in payroll and auditing.
 - Begin LinkedIn ad campaigns targeting accountants and accounting firms.
 - Feature a success story in a video testimonial.
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- Month 3:
 - Launch a podcast series featuring interviews with accountants.
 - Publish advanced tax compliance and payroll management guides for accountants.
 - Hold a live Q&A webinar for accountants interested in the Partner Program.
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5. SEO Strategy

A. Keyword Research:

- Target keywords like “payroll software for accountants,” “how to manage payroll clients,” and “AI in accounting.”
- Utilize tools like Ahrefs or SEMrush to identify additional long-tail keywords relevant to accountants.

B. On-Page SEO:

- Optimize existing pages for accountant-related keywords and create pillar content that links to other accountant-focused resources (blog posts, guides, etc.).
- Improve internal linking from existing small business content to accountant-specific articles.

- C. Content Optimization:

- Refresh and update existing accounting-related pages to ensure they include the most up-to-date industry insights, statistics, and accountant-specific pain points.

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6. Metrics and KPIs

- **Traffic Increase:** Monitor organic traffic growth to accountant-related landing pages.
- **Conversion Rate:** Track the conversion rate of accountants signing up for the Partner Program or downloading a demo.
- **Engagement:** Measure social media engagement (likes, shares, comments) on accountant-targeted posts and webinars.
- **Lead Generation:** Use gated content (like the whitepaper) to track lead generation and identify how many new accountant partners are engaging with the newly-created content
- By focusing on educational, advanced content and addressing specific accountant pain points, the company can establish itself as a thought leader in the accounting industry. This strategy leverages existing content while creating new, high-impact pieces to grow the company's presence and influence among accountants.

