

CPA MARKETING REPORT

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Partner Goals Inspire Firm Marketing

Equalizing partner base encourages significant growth.

At a time when some firms are taking a second look at their marketing investments, **Porter Keadle Moore/Atlanta** (seven partners, 43 total staff) is launching its first firmwide marketing push. Partners hope the infusion of marketing will help them achieve their personal financial goals and grow their firm.

The move came after MP **Phil Moore** introduced a new plan to equalize the ownership of the firm, whereby the five minority partners see their equity shares increase along with the revenue growth of the firm.

After approving the plan at the firm's partner retreat in May, the next step was for partners to ask themselves where that

growth was going to come from. Their answer: They needed marketing help.

"Growing revenue at 2% per year won't accomplish reconfiguring our ownership," Moore says. The partners' goal is to double revenue to \$11 million by 2010, and they hired **Jean Caragher**, president of **Capstone Marketing/Alpharetta, Ga.**, to help them get there.

Caragher began by conducting a marketing audit, which included interviews with partners and managers and surveys of other staff (See related story, p. 7). She'll use that information to re-

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