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# BtoB

THE MAGAZINE FOR MARKETING STRATEGISTS

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## ACCOUNTANTS/LAWYERS

### INDUSTRY OUTLOOK

#### Focus on facts, stats to win 'left-brain people'

BY ROGER SLAVENS

**F**ORMERLY THE HEAD of worldwide marketing for Big Four accounting firm KMPG, Hilary Bruggen now advises accounting and law firm clients as president of Washington, D.C.-based Strelmark, a marketing consultancy she co-founded in 2003.

**BtoB:** How is marketing to accountants and lawyers different from marketing to other corporate audiences?

**Bruggen:** Both accountants and lawyers are left-brain people and they need statistics, facts and case studies rather than "artsy-fartsy" design and messaging to interest them in doing business with you. They are extremely cautious, and marketers have to work very hard to gain their trust and be seen as credible business partners.



**Hilary Bruggen,**  
President,  
Strelmark,  
Washington D.C.

**BtoB:** How can you gain their trust?

**Bruggen:** Instead of thrusting your products and services upon them—a tactic that will quickly turn them off—you need to try to build relationships with them beyond buyer to seller. Participate in their local associations and organizations. Speak at conferences and meetings. Sponsor relevant events. Once they've seen you can provide valuable information and insights, they'll begin to trust you. Third-party testimonials and case studies will also boost your credibility. And don't just tell them who you are and what you do, but rather what you can do for them.

**BtoB:** What specific products or services will accountants and lawyers be receptive to?

**Bruggen:** Technologies such as database and back-office software are becoming more and more important for both accountants and attorneys. However, both groups are a little behind the curve in terms of implementing them. If you can get one big, successful firm to use your technology, there's often a domino effect with firms that want to emulate them. On the flip side, don't try to sell them on Web site enhancements. They rarely use the Internet to bring in clients. □