

Set yourself up for success with BOMA



First, follow these simple steps...

1

Connect your business social media profiles to BOMA.

[Find out more](#)

2

Upload your logo and set up your branding so you can start sending emails.

[Find out more](#)

3

Upload your contacts to BOMA via a CSV file or connect to Xero HQ to sync contacts.

[Sync with Xero](#) [Sync with Csv](#)

4

Create your own tags in BOMA so you can segment your contacts, and send them more relevant emails.

[Find out more](#)

Then choose the type of campaign...

Nurture

Look after your clients

Useful guides and advice that add value and help clients address their business challenges.

Up date

Stay connect and inform

Industry sector news or legislation that that would be useful for your clients or prospects.

Entertain

Engage with your contacts

Your clients and prospects are human and will appreciate entertaining content, especially on social media.

Sales

Promote your business

Talk to your clients and prospects about the benefits of your products and services.

Reminder

Keep clients up-to-date

Let your clients know about upcoming dates and deadlines that impact their business.

Here are some ideas to get you started

Socialmediaposts

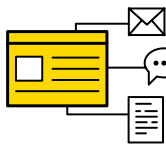
- Choose an article from the content library, customise the text and share on Facebook, LinkedIn and Twitter.
- Post a compliance reminder with tips on how to prepare. Recommend people get in touch for help at tax time.

- Talk about what's on in your region / office /industry this week.
- Find an article that addresses the specific needs of your clients, whether it's an industry niche or stage of business, and post with a personal comment.

Emails

- Send an update on recent news and the impact for your clients, or a guide to business planning, or tips on cashflow.
- Combine 3-4 articles from the content library to create a newsletter that provides useful advice and information specific to your audience.

Ten ways to maximise your marketing



Share a blog or online article via BOMA using Link Share

Click on the 'Create' button to start your campaign. Choose 'share a link' and paste in the URL of an online article. BOMA creates the campaign for you. Add your own commentary and deliver to your social media pages.

[Watch the video](#)



Create an email or social media campaign from the content library

Choose from hundreds of expertlywritten, ready-to-share articles and tailor them for your audience by customising the text and image.

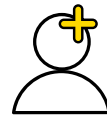
[Watch the video](#)



Send a social media post

Post a compliance reminder, share something motivating for business owners, offer a tip on debtor management. You can add an image from BOMA's huge free image library or upload your own, write the post and then BOMA auto formats it for the channels you choose.

[Find out more](#)



Create a Lead Form to grow your email database

BOMA's Lead Forms are an easy way to capture contact details to grow your email database. You can use them for Contact Us and newsletter sign ups or to capture email contacts in return for a giveaway. See tip below.

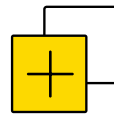
[Find out more](#)



Send an email newsletter

Combine BOMA content with your own to create interesting newsletters. Add an update about your team, a case study on a client you work with or even a video.

[Watch the video](#)



Build your email database with a give-away

Offer something tangible like a business guide, e-book or tax fact sheet, free in return for your prospect's name and email address captured via a BOMA Lead Form. Promote your offer or guide on your website and on social media.

[Find out more](#)



Segment your audience by adding tags

You can create and apply tags to your contacts so that you can send email content that is relevant to each client's needs audience to amplify the reach.

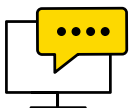
[Find out more](#)



Run a Facebook or Instagram advert

Create an ad on Facebook or Instagram to build awareness of your services, offer a give-away or grow your audience by promoting an event.

[Find out more](#)



Add BOMA content to your website blog

You can share BOMA content as a blog on your website if it shows 'website' in the options on where you can share it. Either copy and paste or connect BOMA to a wordpress website via Zapier.

[Find out more](#)



Analyse and improve

You can review your campaign's performance in BOMA's analytics. You'll be able to see how people engaged with your campaign and what worked best.

[Find out more](#)

Need a hand?

Get help: [Book a free 1-1 demo or training session](#)
 Email us at: support@bomamarketing.com
 Read our handy guides: [BOMA marketing resources](#)

