



Grow your firm with marketing through QuickBooks

Steve Reynard

A photograph of two young women with long blonde hair talking outdoors. The woman on the left is in profile, wearing a dark jacket with a fur collar. The woman on the right is seen from the back, wearing a grey jacket. They are standing in front of a blurred background of green foliage. The text 'Take a few moments to CONNECT with your neighbour' is overlaid on the right side of the image in white, bold, sans-serif font.

**Take a few moments
to **CONNECT** with
your neighbour**

#QBConnect | WiFi: QBConnect Password not required

Today's speaker



Steve Reynard
Intuit UK

Business development manager
@sdreynard

Goals and objectives

What are the goals and objectives for the new portal

To launch a new game changing Marketing portal to delight and engage our ProAdvisors and prospects

Why are we providing the marketing portal?

Business

- Our old offering was good but no longer game-changing
- We didn't know what impact it was having for our accounting partners
- We know Making Tax Digital (MTD) is a huge opportunity

Customer Feedback

- We know from your feedback that you need support to grow your firm through marketing
- We also know that you need support with MTD and moving clients to the cloud
- Not all firms have the time and resource for marketing

Making Tax Easy



Easy Education



Easy Segmentation



Easy Communication




Easy Transition



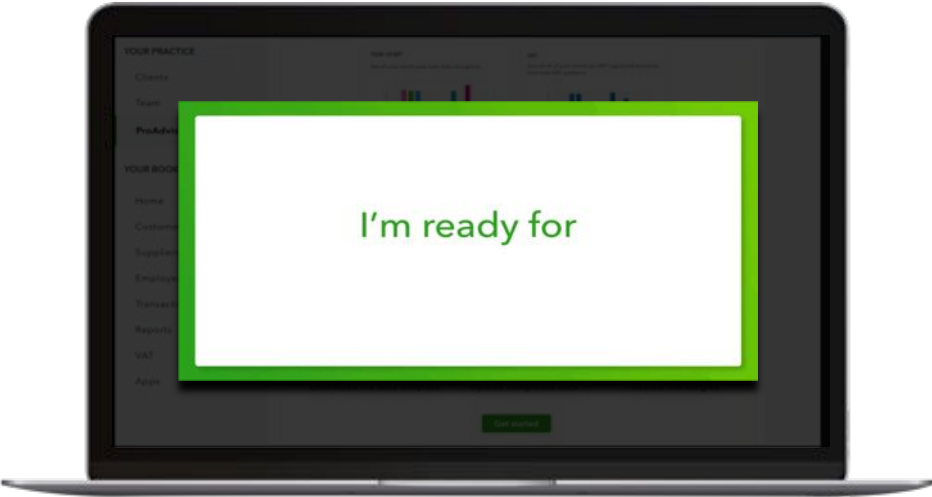
Easy Submission

**Making Tax Digital Training**

 COMPLETE

Congratulations! You have successfully completed QuickBooks Making Tax Digital Training. Download your Making Tax Digital ProAdvisor badge and market yourself as MTD-ready with QuickBooks.

[Download badge](#)



MTD Training

Making Tax Easy



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Easy Submission



Client Analysis Tool

Making Tax Easy



Easy Education



Easy Segmentation



Easy Communication



Easy Transition

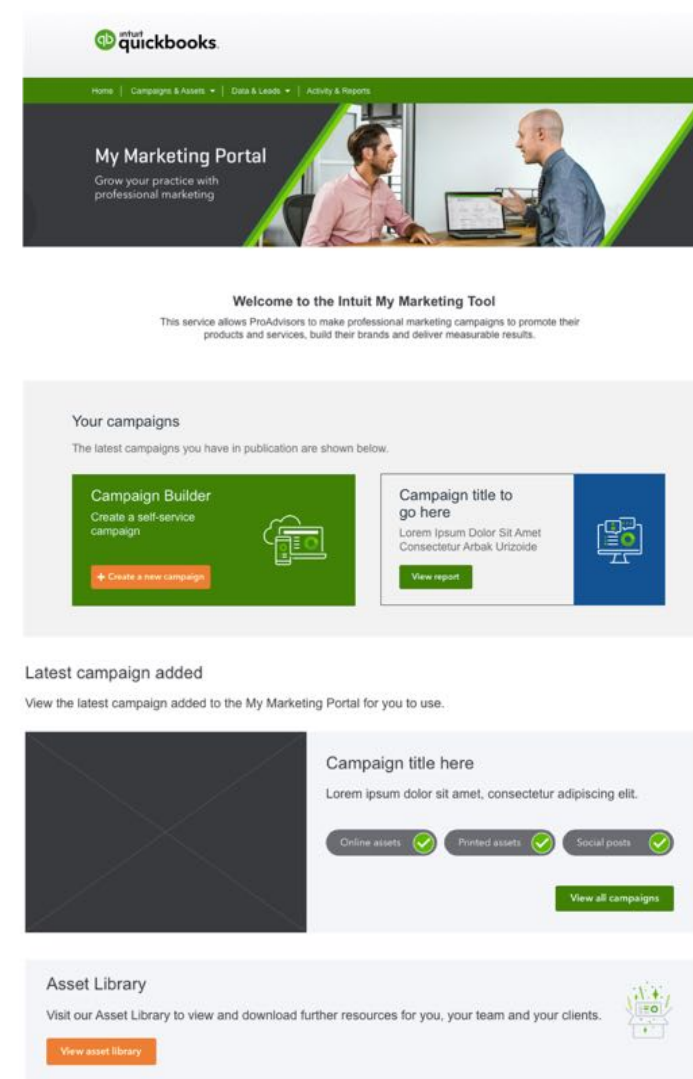
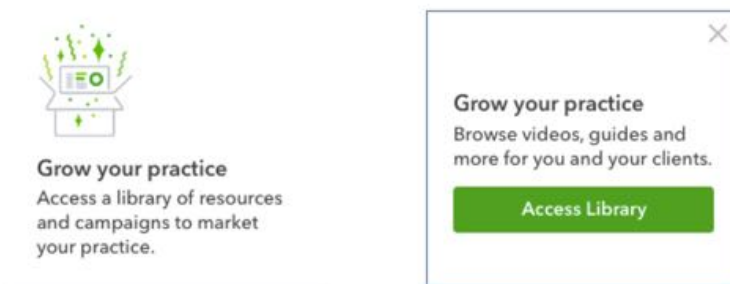
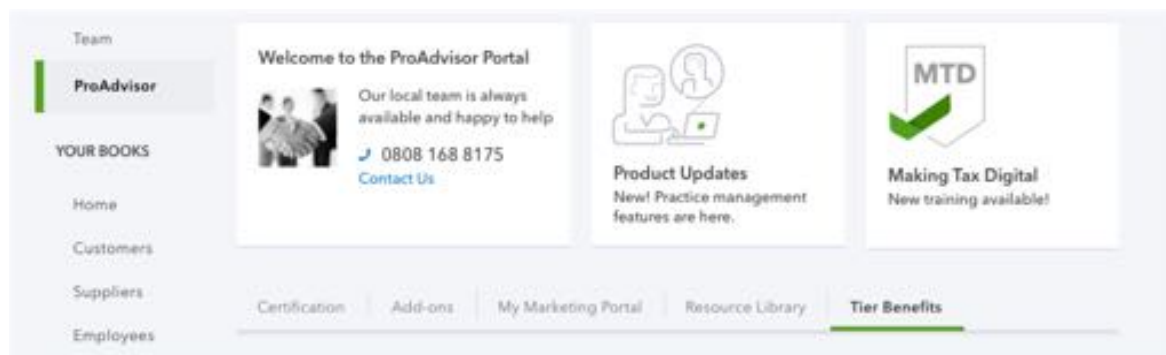


Easy Submission



Two exciting launches

Asset Library & My Marketing Portal



Asset library

Asset library - find an asset

Language

All

Branding

Benefits of QuickBooks

Making Tax Digital

Pricing

Asset type

Clear filters



QuickBooks logo



Why You'll Love QBSE



Introduction to Value Pricing



Making Tax Digital Marketing Kit



Why You'll Love QBSE (Accountant)



Why You'll Love QBSE (Client)



Benefits of Using Quickbooks

Campaigns



Making Tax Digital

Partner ▾
Julie Thunkfeld ▾

Home | Campaigns & Assets ▾ | Data and Leads ▾ | Activity & Reports ▾

1

2

3

4

5

Choose a campaign

Campaign details

Customise assets

Confirmation

Publication

Create a campaign

Q Search campaigns

Search

▲ Region

All regions ▾

▲ Language

British English ▾

▼ Asset type

Clear

▼ Making Tax Digital

Clear

✕ Clear filters

MTD for VAT

Make sure you and your clients are ready for Making Tax Digital for VAT. QuickBooks is providing you with a variety of ready-made assets to share with your team and small business clients.

View full campaign

MTD for VAT Flyer

Use this flyer to hand out to your clients to share how you can help them be ready for Making Tax Digital.

Preview

MTD for VAT Brochure

Use this brochure to hand out to your clients to share how you can help them be ready for Making Tax Digital.

Preview

MTD for VAT Banner1

Use this banner to direct clients to your landing page on more information regarding Max Tax Digital.

Preview

MTD for VAT Banner2

Use this banner to direct clients to your landing page on more information regarding Max Tax Digital.

Preview

MTD for VAT Banner3

Use this banner to direct clients to your landing page on more information regarding Max Tax Digital.

Preview

4 Further campaigns



Switch from Spreadsheets



Showcase Your Services



Client Onboarding



Making Tax Digital Event

Results so far



Campaign downloads



Assets downloaded

“

Exactly what I was looking for

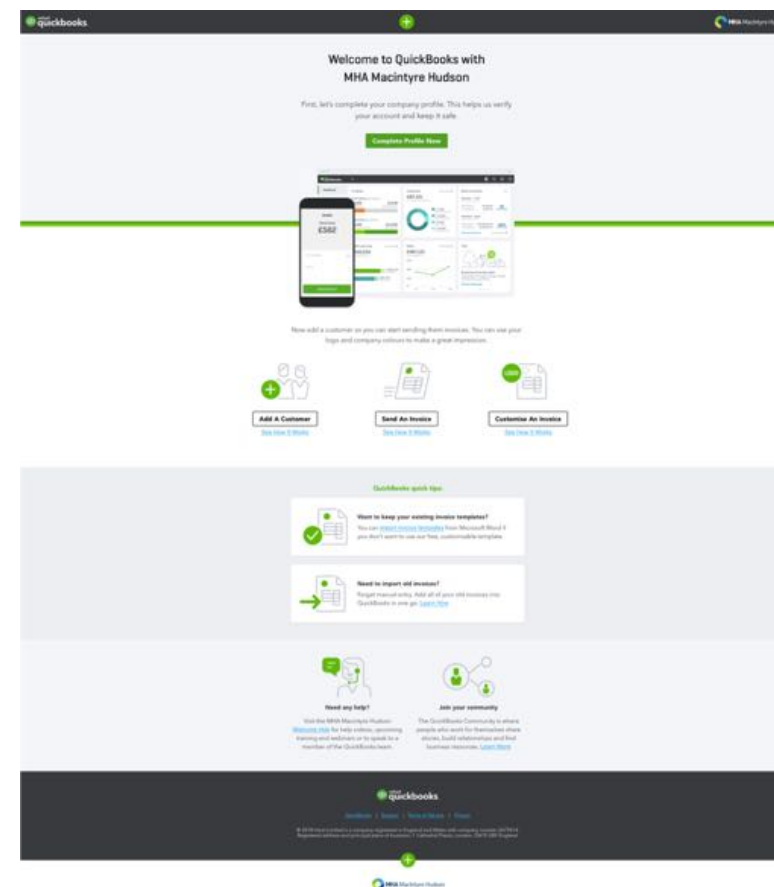
– Reading Accountant



The QuickBooks portal allows me to easily create great looking campaigns using my company logo, I use them to market the services we offer without having to use a professional designer, such a time AND cost saver”

– Billie Mcloughlin ACCA

Small Business website and Email series



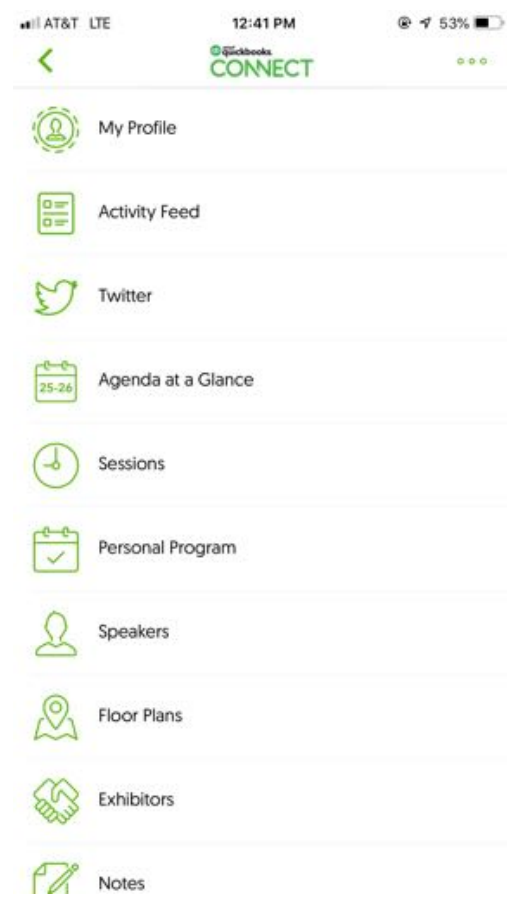
Demo



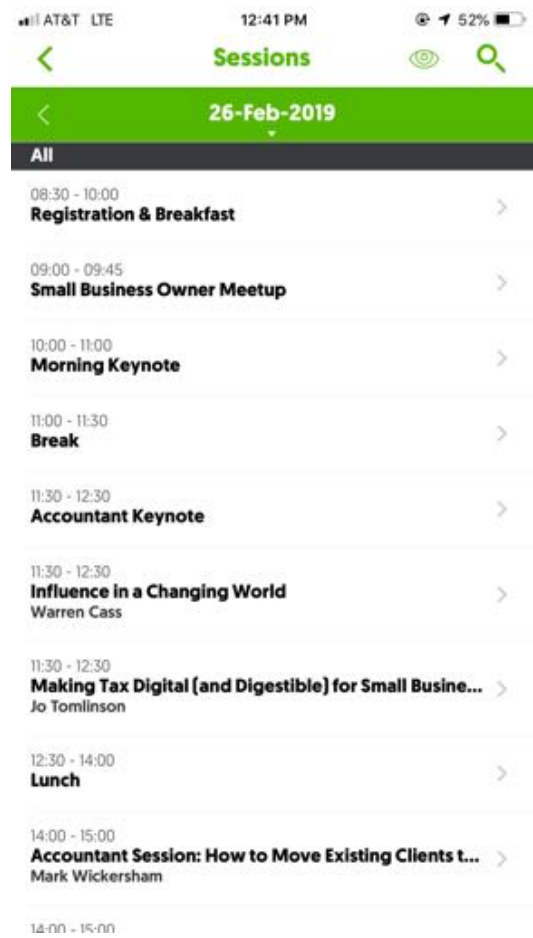
Questions?

Rate this session

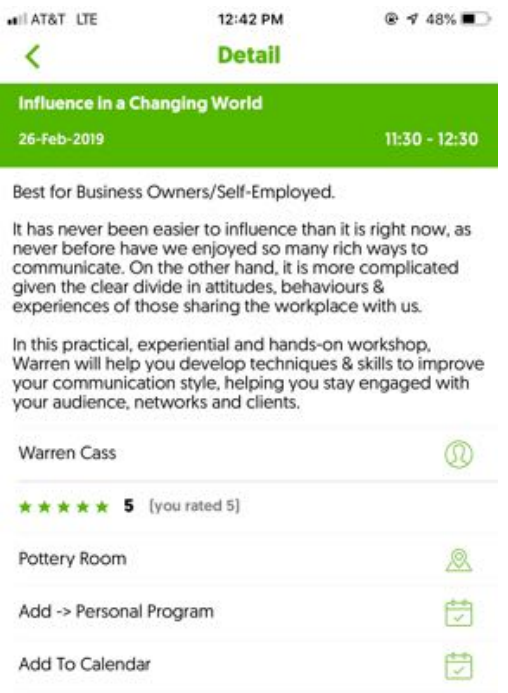
1. Select Sessions



2. Select Title



3. Add Rating

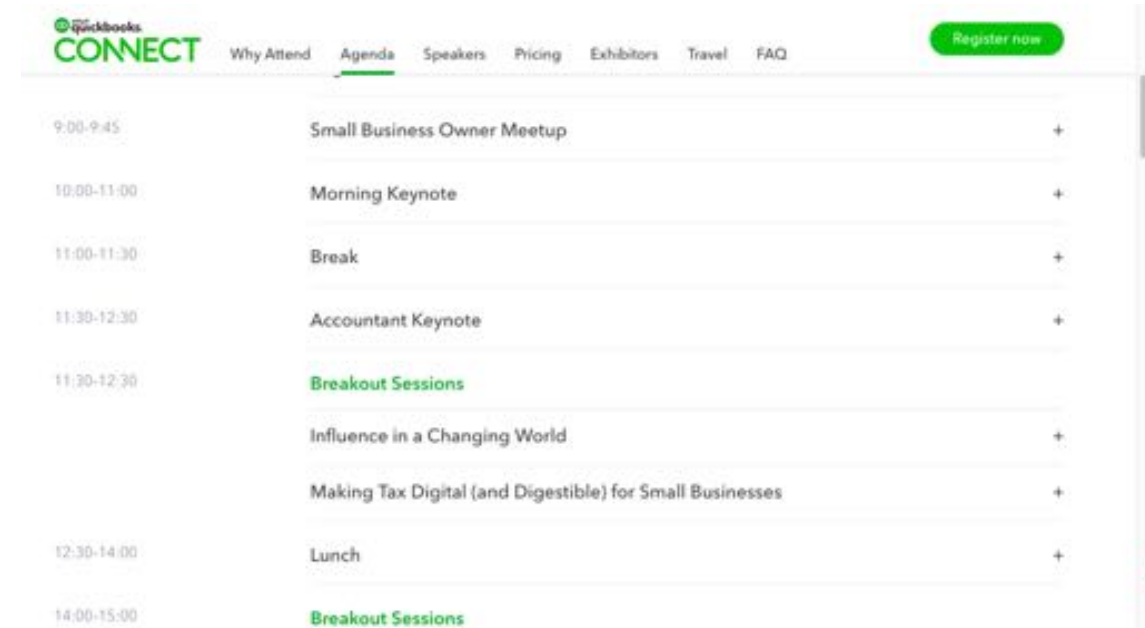


Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://uk.quickbooksconnect.com/agenda/>

A screenshot of the QuickBooks Connect agenda page. The page has a green header with the 'qb intuit quickbooks. CONNECT' logo on the left and a 'Register now' button on the right. Navigation links include 'Why Attend', 'Agenda' (which is underlined), 'Speakers', 'Pricing', 'Exhibitors', 'Travel', and 'FAQ'. The main content is a table with two columns: time slots and session titles. Each session title has a '+' icon to its right. The sessions are: 9:00-9:45 Small Business Owner Meetup; 10:00-11:00 Morning Keynote; 11:00-11:30 Break; 11:30-12:30 Accountant Keynote; 11:30-12:30 Breakout Sessions (highlighted in green); 12:30-14:00 Lunch (highlighted in green); and 14:00-15:00 Breakout Sessions (highlighted in green).

Time Slot	Session Title	Action
9:00-9:45	Small Business Owner Meetup	+
10:00-11:00	Morning Keynote	+
11:00-11:30	Break	+
11:30-12:30	Accountant Keynote	+
11:30-12:30	Breakout Sessions	+
	Influence in a Changing World	+
	Making Tax Digital (and Digestible) for Small Businesses	+
12:30-14:00	Lunch	+
14:00-15:00	Breakout Sessions	+



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