

The Relevance of Marketing to the Accounting World

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Abstract:

This article analyzes and presents the relevance of marketing for accounting, so that the accounting market has been growing and developing and qualifying its services provided, but with the excess of accounting firms, it is necessary for it to stand out in the square, due to the competition from other offices, for this accounting marketing has been used with a tool that guides and qualifies the accounting professional. It will have the purpose of demonstrating tools and techniques that helped the accounting professional in seeking to better serve his client, both internal and external, so that the entrepreneur understands that the accountant will be part of the organization's decision-making. Based on bibliographic research, the article will show how important it is for accounting to work together with marketing, improving its services, promoting its products and understanding its customer so that it can clarify doubts such as; What better calculation regime should the entrepreneur fit and know how to pass on this information to his client or even future client.

Key Word: Marketing; Quality; Service.

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I. Introduction

The importance of marketing in accounting intends to know the tools of marketing to be able to help accounting professionals to publicize their services in a legal way, so that the actions adopted for each tool followed by the accountant are attractive and correct. According to Henandes (2014) Accounting marketing is the main tool of the accounting professional to sell their services, relate to customers, have profitability, boost products and strengthen the brand in the market, but it is a subject lacking information to achieve these same goals.

With the use of marketing in the accounting area, numerous positive changes can occur, such as improving the quality of the services and products offered, specifying market shares in which the professional can work or if there is a need for services in other accounting areas, designing the accounting brand of the office in commerce, based on studies, use technological tools and have more contact with the customer.

As little is heard about accounting marketing, there are few firms that invest or practice the tools. According to Martins (2010), accounting, as an applied social science, with methods specially designed to capture, record, accumulate, summarize and interpret the phenomena that affect the patrimonial, financial and economic situations of any entity, whether it is an individual, a non-profit entity, or a company, has a very broad field of action.

The use of marketing associated with the accounting area is possible to have a partnership where accounting works with the registration and accounting of facts and marketing comes as an auxiliary tool, with this statement there is the following question for the problem: how can marketing influence accounting? The research was based on general and specific points to better identify the importance of marketing in accounting, such as the general objective: to demonstrate the importance of marketing in accounting. And the specific objectives: To know through research the importance of marketing for the accounting professional, to present

marketing tools to be inserted in the accounting market and to identify strategies that can be executed without affecting the professional integrity of another accounting colleague.

II. Material And Methods

In the area studied, aspects that are not so well known in the accounting profession were addressed, but that many even manage to develop similar processes that also ensure them as a tool used by marketing. Today seeking information to improve the services provided or the accountant's service is not so difficult, but it becomes complex due to little information to be obtained, as it becomes a subject much questioned and little studied, but through books focused on service marketing, customer service, customer relationship, tool and process management, ways to understand how important marketing is to accounting and to the professional in the area can be identified.

Functions and tools will be presented that can help the accountant to better develop his work, qualifying his employees with internal actions, improving his relationship and customer service and finally projecting a vision of his accounting company and strengthening his brand in the accounting market.

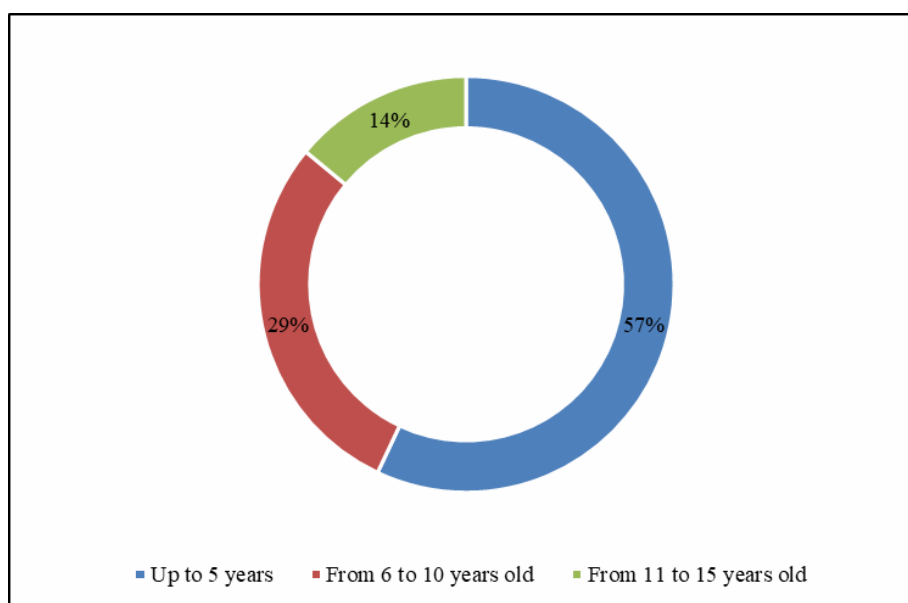
The type of data studied was based on primary and secondary data, as they were based on bibliographic information through articles and books that were tested and proven for research and through field research, where the questionnaire was formulated, and the research was carried out. The study instrument is unsystematic observation, because as the research is based on bibliography, it was necessary to use research and interviews in the field. In data collection All research based on bibliographies and in the field will be researched in books, digital content, articles and questionnaire tabulation.

The data will be examined from information obtained in bibliographies and field research, in which the authors put their studies into practice, and which helped in the result of the article. The subject addressed in the article is a new topic in the accounting market and yet, yes, there are blocks that prevent professionals from using such tools, such as the fact that they do not advertise the office, as it violates the accounting code of ethics, but as will be seen in the article that there are other tools.

III. Result And Discussion

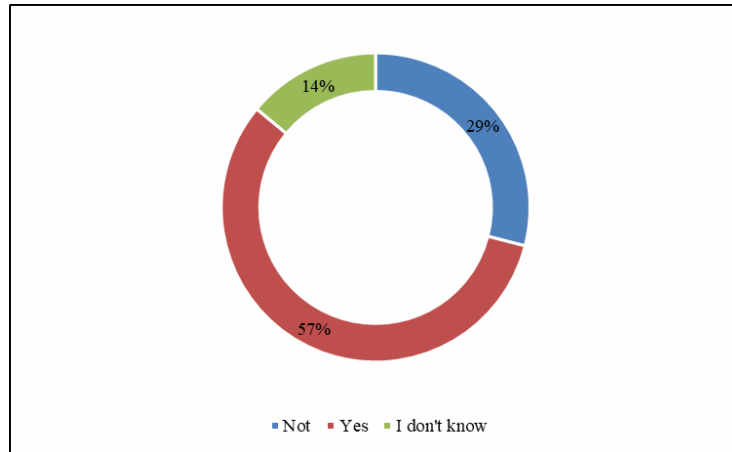
The information acquired was placed as a basis to identify the importance of marketing for accounting, it is notable that the market has been evolving and with it the need for the accountant to develop and seek new information or more recent accounting matters, this being an obligation that should already be included in the firm's curriculum.

The method carried out in the article was elaborated from field research based on bibliographic studies, seeking to know the importance of marketing for accounting. Starting from the idea that marketing can be a tool that helps in various businesses, it can help accounting for the new accounting market. In this way, the questionnaires are made directly with professionals in the area who work in the profession, the questionnaire was carried out with 14 professionals from different offices who made themselves available to answer the questionnaires with all care and attention. This is how the questionnaire tabulated in graphs is presented.



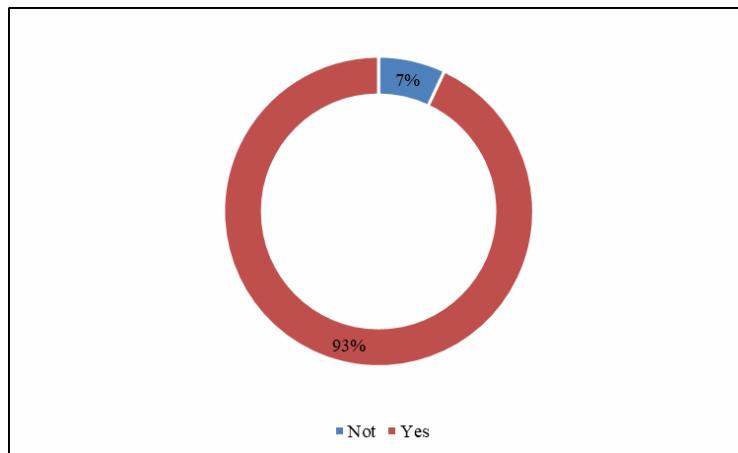
Graph 1: Period of accounting activity.

The questionnaire carried out had in its first question many professionals who have been working in the accounting market for up to 5 (five) years, reaching 57% of the result obtained.



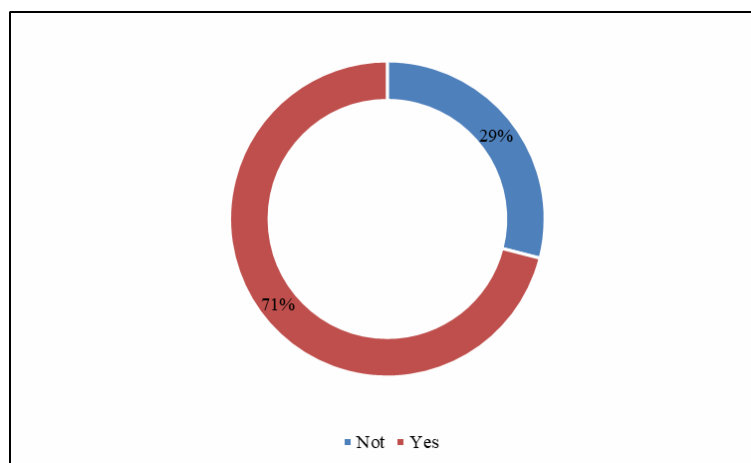
Graph 2: Marketing strategies to leverage your brand.

In the second question of the questionnaire, 57% of respondents confirmed that they were, informing that the main tool is word-of-mouth marketing and dissemination on social media.



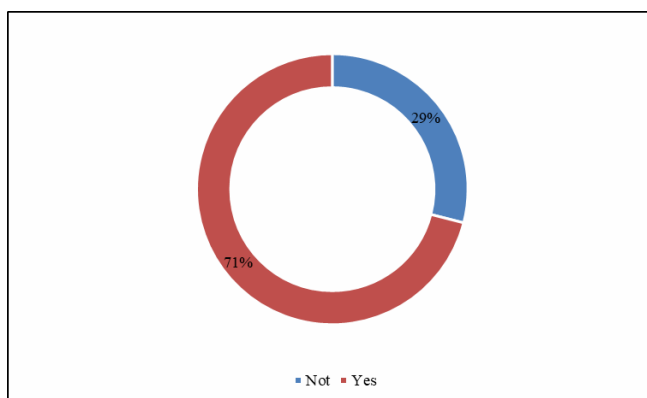
Graph 3: Marketing as a strategy to stand out in the operating environment.

Reaching 93% of the question answered by the interviewees, they confirm that marketing tends to help accounting to improve and develop a fundamental role in the market where the number of offices that open and have been promoting their services and products is increasingly increasing.



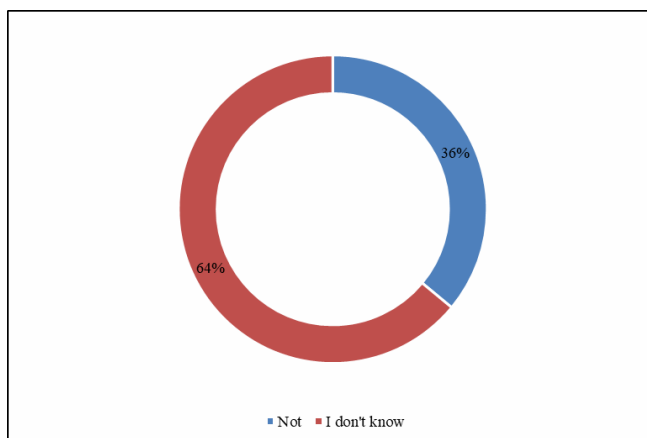
Graph 4: Location, structure and organization as strategic marketing.

Regarding the structure, location and organization, 71% of the interviewees confirmed that it was, as it would facilitate the movement of both the professional and his client, where there is a place that can welcome him well and with good service when he is in the office.



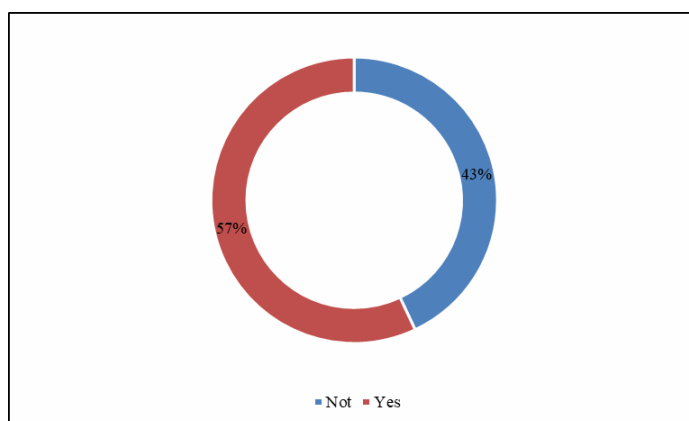
Graph 5: Investment in your firm's marketing and in your personal marketing.

According to 71% of respondents, they could think about investing in their office and their personal marketing.



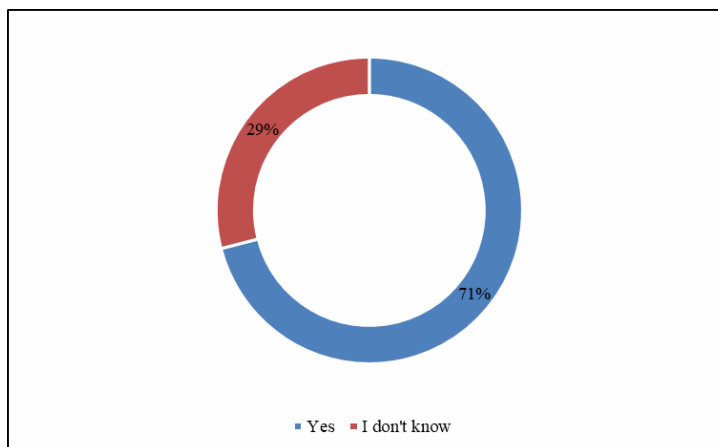
Graph 6: Company specialized in Accounting Marketing in the region.

Even if they want to invest in marketing for their office, 64% of respondents informed that in their region they do not have specialized companies to serve them in this specification and 36% say that if they have any company specialized in the area, they are unaware.



Graph 7: Knowledge about dissemination tools.

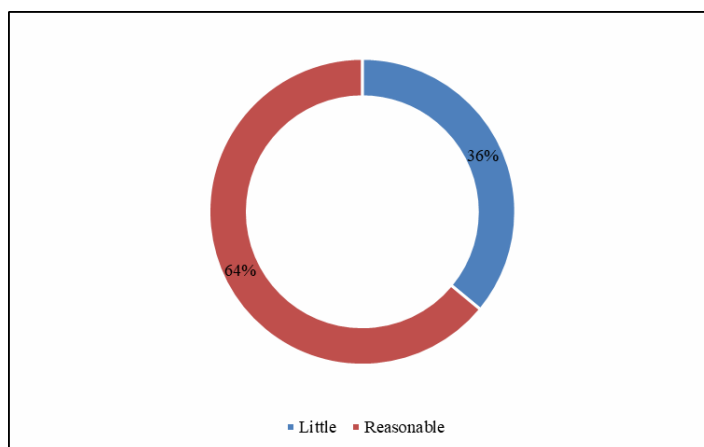
When it comes to accounting ethics, professionals are very cautious, as they tend to do what is in the code of ethics of the accounting professional, and according to the respondent, 57% say yes, because they use social media informally, publicizing their services and showing the company's logo and location.



Graph 8: Endomarketing by employees.

With the approval of 71% of the interviewees, it was identified that they agree that yes, the service to their client, the qualification of professionals such as the SPED (Public Digital Bookkeeping System) course, postgraduate courses, extension courses, among others, are, yes, endomarketing tools.

All interviewees agreed 100% that there is a significant participation of marketing for accounting, where it can become a helper for projects that the accounting entrepreneur can use when outlining a project for his office, his accounting employees and the brand of his office.



Graph 9: Level of knowledge from marketing to accounting.

Even though accounting professionals do not have a specific study in the area, 64% of respondents have a reasonable knowledge of marketing, enough to make strategic decisions. Marketing would be a tool in which the professional would be using to improve the quality of his service provided, provide and promote his products, have a direct relationship with his client, seek to retain future and current clients and leverage the brand of his office. It was identified that the well-located, organized and structured work environment is a positive point for the accounting company, as it is there that the accountant can receive his clients in meetings or in informative training of changes in the law that would affect his client, in this way he would be satisfied when entering the office and would make his client observe the office with good eyes, The same would happen when attracting new customers.

Accounting is the main tool of the entrepreneur, because it is from it that he can make important decisions such as, for example, the feasibility of opening a new company or a branch, are factors that the accountant gives confidence to his client, but for this to happen, he must be qualified and well-structured with information that can support the doubts of his client, Always remembering that in its vast majority the accountant has a team that works with him to streamline and pass on information more securely, this is where endomarketing or internal marketing fits, it occurs when the accounting entrepreneur starts to see his team as a group of people who must always be in constant development. For this to happen, it must invest in its employees, qualifying them in service, in consulting information, in the clarity of the area worked and in commitment to the office.

With the information obtained, the accountant can develop websites to inform products and services provided by the firm, and can have the brand in the layout of the website, informing the location, contact telephone number and descriptions of each service provided, use social media, the also used business card, "word of mouth" marketing, direct mail, employee training e-mail, All used from marketing planning and in no way informing values or denigrating the image of the professional colleague, as well as mentioning it in the accountant's code of ethics.

As elaborated in the questionnaire, there was a real view of the marketing situation for accounting, because according to the growth and development of the market, accounting tends to innovate and qualify – if always following the trend imposed on it, the method put into question are the marketing tools, which aims to seek acceptance by a large amount of the public, when the service or products were offered, in this segment, accounting was inserted as an auxiliary tool.

With the information obtained by the questionnaire, there is an acceptance of some marketing tools, some already known, such as: business card, word of mouth and good internal service, and others that are being used recently according to the interviewees, such as, for example, websites, where it discloses the location of the office, the disclosure of the services and products offered, The working method and the main information is that it is not disclosed the prices or offering its services in such a way that it is understood that they are better than that of your professional colleague, the use of social media, such as WhatsApp, Facebook, Skype, video conferences and social actions.

Even if the accountant wants to make the image of the office, he has to look outside the region, as there are no companies specialized in the subject, those that exist, are unaware of the code of ethics of the accounting professional or do not seek it as a new market niche. There is still a great rejection of marketing tools for professionals who already work in the market for long periods, while new professionals seek to improve, qualify in specific accounting matters and most invest in personal marketing or customer service, seeking to pass on to their customer the security of the information they seek to serve in a way that pleases and makes them do their marketing.

IV. Conclusion

The article was prepared in order to show how important it is for the accountant to acquire new tools to better serve his clients, that with the growth and development of the market it is not enough for the accountant to be the old bookkeeper, in the era of computerization, it is worth qualifying in the market and showing your brand, fixing in your client what your office has that will add to your business, so that the accountant can relate to his client, bringing more security in the information and seeking to convey it in a way that the entrepreneur understands. For this, the concept of accounting marketing is used, where he outlines objectives for his planning with the client and that he can use the tools in his favor, with the intention of improving his service, promoting his brand and qualifying for the competitive accounting market.

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