



Meet The Speakers

- Currently, working as an Associate Director Finance with a start-up hospitality company
- Earlier worked with EY & Oberoi Group
- Enjoy taking trainings on soft skills and doing the same since 2011
- Have been a part of the speaking & training faculty at various events
- Can be reached on: ca.shraddhasheth@gmail.com



SHRADDHA DEDHIA

CA
Co-Founder at The
Knowledge Garage
9869556625



JIGAR SHAH

CS and LLB
Co-Founder at The
Knowledge Garage

- Have worked with Companies like Datamatics, MCX, Welspun Group
- Ventured into practice in 2014 - Formed JMJA & Associates LLP
- JMJA & Associates LLP is a team of CS and currently we have 10 employees looking after execution work
- Can be reached at Jigar@jmja.in

Disclaimer

While this ppt is prepared considering the Code of Ethics by ICAI, should there be any other views on the ideas provided, the same can be interpreted in another way and used accordingly.

We are not anyway connected to any of the digital platforms presented in this ppt except as its user and beneficiary of its amazing features.

The features and amazing ways to use the Digital Platforms that we shall be sharing are developed based on our experience from use of the platforms and which have wonders worked for many professionals. So, this webinar is intended to pass on the benefits to more users.



1

INTRODUCTION



Relevant Provisions of COE

Part I - First Schedule - Clause (6)

Chartered Accountant in practice shall be deemed to be guilty of professional misconduct, if he:

solicits clients or professional work either directly or indirectly by circular, advertisement, personal communication or interview or by any other means;



COE 2.14.1.6 (i)

Part I - First Schedule - Clause (7) Para 2.14.1.7 (ii)

Use of other designations

It is improper for a Chartered Accountant in practice to state on his professional documents that he is an Income-tax Consultant, Cost Accountant, Company Secretary, Cost Consultant or a Management Consultant.

Part I - First Schedule - Clause (7) Para 2.14.1.7 (vii)

Mention of Name

It is not proper for a Firm of Chartered Accountants to use the designation 'Chartered Accountant' except on professional documents, visiting cards, letter heads or sign boards and under the circumstances clarified under Para 2.14.1.6 (iv) (E) of Clause (6). However, an individual member may use the prefix "CA" with his name.



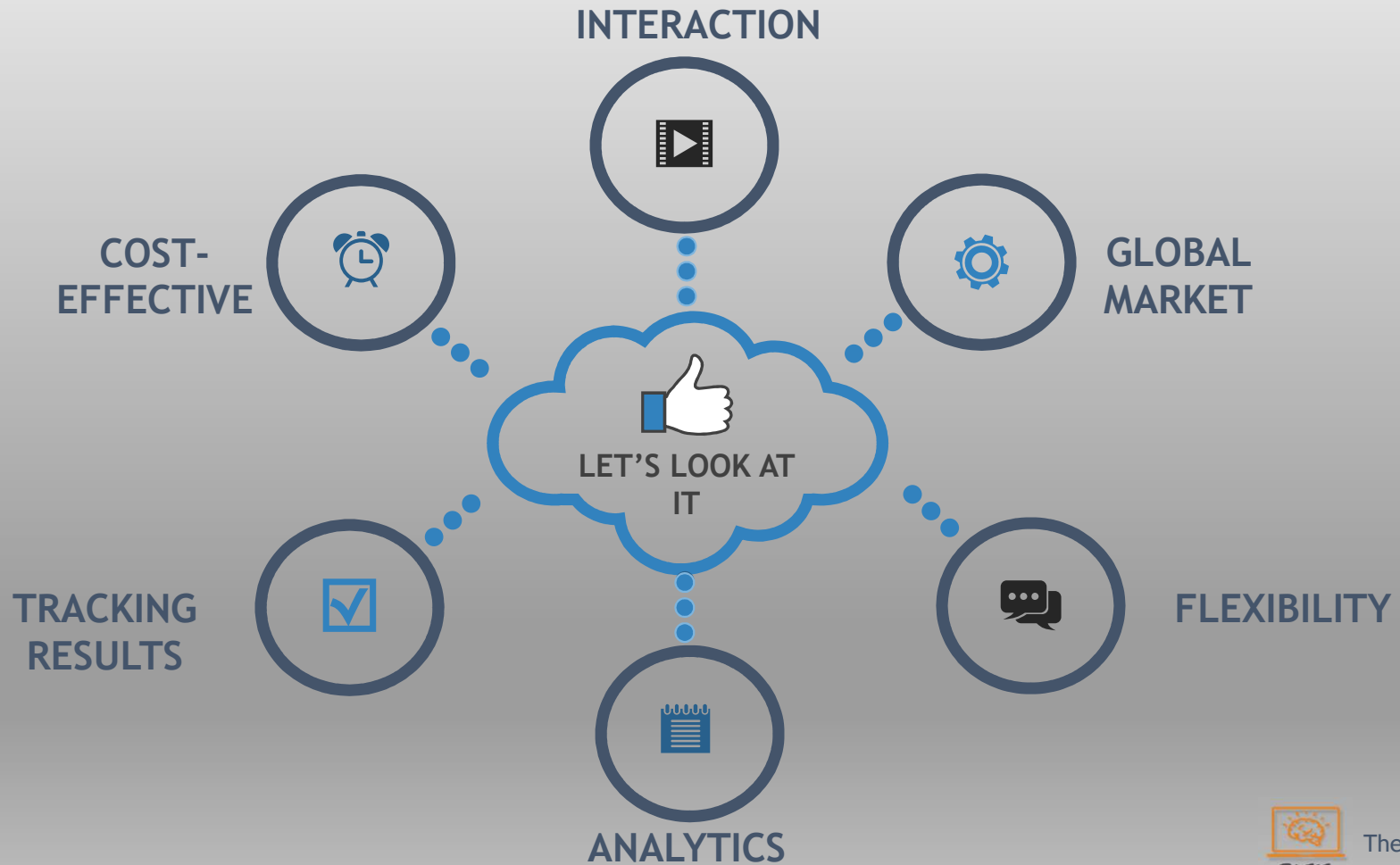


What is Branding?

- “Brand is the way the outside world perceives your company/business”
- Branding is the process of designing and building a unique, memorable brand. The creative, strategic process of telling potential customers what your Business is all about.
- Digital branding is how you design and build your brand online through websites, apps, social media, video and more. Digital branding consists of a combination of digital marketing and internet branding to develop a brand online.



Why Digital Branding is Important?



2

MODES OF DIGITAL BRANDING



Modes of Digital Branding



Search Engine Optimization

- ✓ Website
- ✓ Google My Business

Social Media

- ✓ LinkedIn
- ✓ Twitter
- ✓ Quora
- ✓ Facebook
- ✓ Whatsapp

Content Branding

- ✓ Blogs
- ✓ Writing Books
- ✓ Journals
- ✓ Writing Articles

Audio/ Visual Branding

- ✓ Webinars/ Seminars
- ✓ Youtube Channels
- ✓ Podcast
- ✓ Twitter Space/
Clubhouse



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1

SEARCH ENGINE OPTIMIZATION

2

3

4

SEO is the practice of utilizing specific goal-oriented strategies to your site ranking high in search engine results pages

Example: Accounting clients search specific topics

Firms using SEO to optimize their content (whether websites or blogs) will be ones clients get their answers from



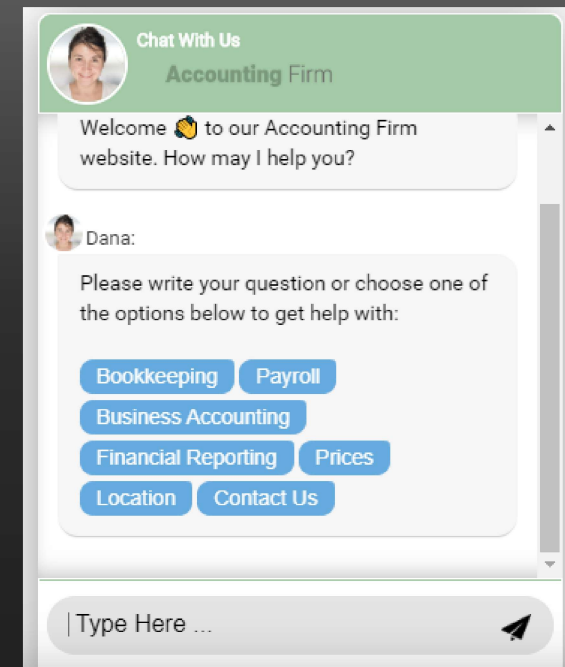
ICAI Website Guidelines



Website Guidelines.pr

Extract of ICAI's Website Guidelines

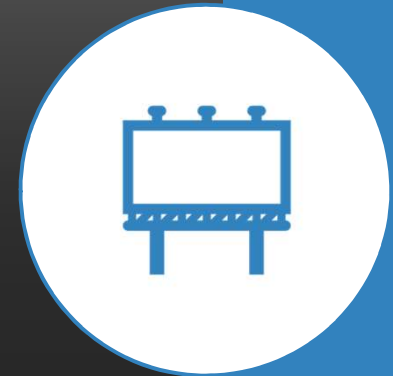
- 1) Should be on 'Pull' Mode and not 'Push' Mode
- 2) Information mentioned on website not to be circulated in any way such as email or other mode except on pull request
- 3) Professional CA Website to not run on any advertisements
- 4) Consider adding necessary elements on the website as per guidelines (Details in Next Slide)
- 5) CA in stage of practice or training cannot use logo on their websites.
- 6) Authorized members allowed to use logo on their website
- 7) News tab option to be available on website
- 8) Chatbox option can be provided on website
- 9) Field of searching to be restricted to 'CA' / 'Indian CA' - no exaggerated words
- 10) Details shouldn't include any kind of promotional activities such as offers, schemes, advertisements
- 11) Avoid impulsive format in designing website



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Website

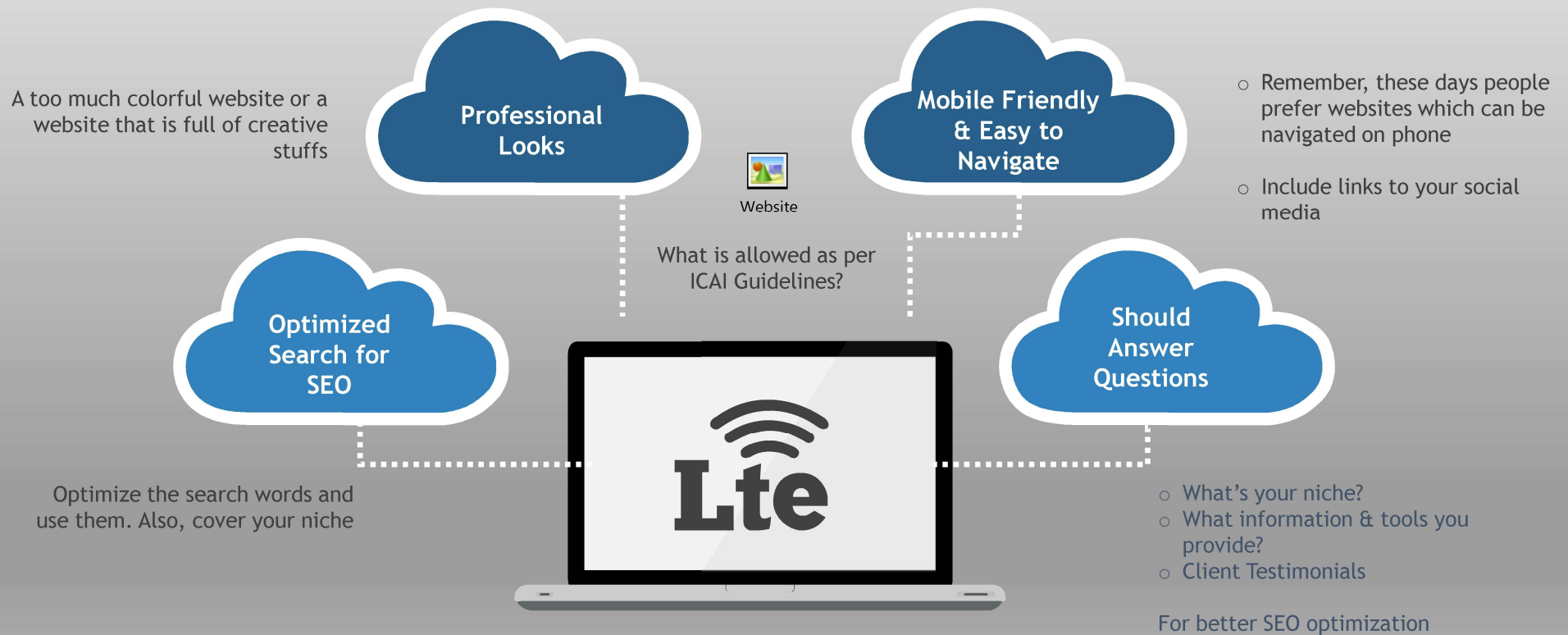
- Purpose for Website? - It is not to sell Product or Services
- Describe your target audience.
- What are your corporate core values and how do you express them to your visitors?
- What you want your visitors to do after reaching the website?
- What do your current competitors' websites have that you wish to have?



Website



What makes a good website?



Google My Business

Shows up prominently in search results



Improves SEO for business web page



Make it easy for client to get in touch by displaying contact and hours of operation



Build a brand by reviews received from clients

Get valuable insights through reports and dashboards



Add photos and videos to your GMB account like office infra photos



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Google My Business

The screenshot shows a Google search for "vivek khandor and associates". The search results include:

- www.justdial.com › ... › CA in Dadar West *
Vivek Khandor & Associates, Dadar West - CA in Mumbai ...
Vivek Khandor & Associates in Dadar West, Mumbai is one of the leading businesses in the CA. Also known for GST Registration Consultants, Income Tax ...
- www.justdial.com › Mumbai › photos *
Vivek Khandor & Associates Photos, Dadar West, Mumbai ...
Photo gallery of Vivek Khandor & Associates, Dadar West, Mumbai. Find 1 interior & exterior pictures & images album of Vivek Khandor & Associates, Dadar ...
- in.linkedin.com › vivek-khandor-3155472b
vivek khandor - Founder - Vivek Khandor & Associates ...
View vivek khandor's profile on LinkedIn, the world's largest professional community. vivek has 2 jobs listed on their profile. See the complete profile on LinkedIn ...
Mumbai Area, India - Founder - Vivek Khandor & Associates
- in.linkedin.com › vivek-khandor-68977469
Vivek Khandor - Proprietor - Vivek Khandor & Associates ...
View Vivek Khandor's profile on LinkedIn, the world's largest professional community. Vivek has 1 job listed on their profile. See the complete profile on LinkedIn ...
- www.naukri.com › recruiters › vivekkhandor-2691260 *
Vivek Khandor-Proprietor in Vivek Khandor & Associates
Find & Contact Vivek Khandor-Proprietor in Vivek Khandor & Associates on Naukri.com. Follow Vivek Khandor to get updates on current hiring.

On the right side, there is a Google My Business profile for "Khandor Lace":

- Map showing location in Malad East, Mumbai.
- Khandor Lace**
- Buttons: Directions, Save, Call
- 1.0 ★★★★★ 1 Google review
- Bead store in Mumbai, Maharashtra
- Address:** R. O. Patel Chawl, Kathiyawadi Chowk, Rani Sati Marg, Malad East, Mumbai, Maharashtra 400097
- Hours:** Open - Closes 9PM
- Phone:** 022 2883 4319
- ⚠ Hours or services may differ
- Suggest an edit · Own this business?
- Add missing information
Add website
- Questions & answers
Be the first to ask a question



Google My Business

The screenshot shows a Google search for "jmja & Associates LLP". The search bar at the top contains the text "jmja & Associates LLP" and has a search icon on the right. Below the search bar, there are navigation tabs for "All", "News", "Maps", "Videos", "Images", and "More". The search results show "About 2,720 results (0.50 seconds)".

The first result is from <http://jmjaandassociates.com> with the title "JMJA & Associates LLP – a Peer Reviewed firm". The snippet reads: "20-Jun-2020 — About JMJA. We are a research based organisation with an aim to help the stakeholders for building up a strong Compliance System in a ...".

The second result is from <https://in.linkedin.com> with the title "JMJA & Associates LLP | LinkedIn". The snippet reads: "About us. JMJA & Associates LLP (JMJA) is a team of Company Secretaries having its offices in Mumbai and presence in all over India. JMJA was formed with ...".

The third result is from <https://in.linkedin.com> with the title "CS Jigar Shah - Founder Partner - JMJA & Associates LLP ...". The snippet reads: "... Consultant | CSR Consultant | Start up advisor| Speaker & Trainer | Co-founder - The Knowledge Garage. JMJA & Associates LLPUniversity of Mumbai."

The fourth result is from <https://www.zaubacorp.com> with the title "JMJA & ASSOCIATES LLP - Company, directors and contact ...". The snippet reads: "Jmja & Associates Llp is a Limited Liability Partnership firm incorporated on 19 November 2014. It is registered at Registrar of Companies, Mumbai. Its total ...".

On the right side of the search results, there is a Google My Business profile card for "JMJA & Associates LLP, Practising Company Secretaries Mumbai". The card includes a "See photos" button, a map showing the location in Malad West, Mumbai, and buttons for "Website", "Directions", "Saved", and "Call". The profile has a 5.0 star rating from 58 Google reviews and is categorized as a "Corporate office". The address is "131, 1st Floor, New Sonal Link Building No.: 2, New Link Rd, Malad West, Mumbai, Maharashtra 400064". The hours are "Closed" and it "Opens 10AM Thu". The phone number is "098333 77647". There is also a link to "Edit your business information".



1

Social

2

Media Branding

3

4

Social media branding is use of social media platforms to connect with your audience

Involves publishing great content to your social media profiles, listening to and engaging your followers, analysing your results

Social media branding helps to build a brand and drive traffic



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Relevant Provisions of COE

Part I - First Schedule - Clause (7) Para 2.14.1.7 (vii)

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Part I - First Schedule - Clause (7) Para 2.14.1.7 (x)

Appearance on E Media (including internet)

Members may appear on television, films and Internet and agree to broadcast in the Radio or give lectures at forums and may give their names and describe themselves as Chartered Accountants. Special qualifications or specialised knowledge directly relevant to the subject matter of the programme may also be given. Firm name may also be mentioned, however, any exaggerated claim or any kind of comparison is not permissible. What he may say or write must not be promotional of him or his firm but must be an objective professional view of the topic under consideration.



LinkedIn Strategies



3. Rock Your LinkedIn_pdf.pdf



Have a firm page so it looks professional



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Twitter Strategies



Regularly tweet about the special area and tag concerned people

01

Follow profiles of your field & interest areas

03

03

01

05

Share regular updates and share links with your contacts

05

04

04

Use #Tags in trend for better reach

02

02

Your own profile and bio should be professional

Have a firm page so it looks professional



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← **JMJA & Associates LLP**
5,726 Tweets



JMJA & Associates LLP
@JMJALLP

Corporate Consultancy firm from Mumbai, India with focus on Companies Act, 2013. DM for procedure/compliance under Companies Act. RTs, Fav ≠ endorsement

📍 India 🌐 facebook.com/pages/Companie... 📅 Joined July 2011

258 Following 947 Followers

[Edit profile](#)



CS Jigar Shah 🍏
@FCSJigarShah

Member of @icsi_cs since 2008.

"UNIQUE, like everyone else"

FCS, Mentor, CSR Professional, Public Speaker.

Cricket & Traveling are passion.

Partner @jmjalp

📍 Mumbai, India 🌐 jmja.in 🗓️ Born April 21, 1987 📅 Joined May 2010

527 Following 3,845 Followers

[Edit profile](#)

Remember:

- Twitter is Trend setter
- It can give you Fame when you are least expecting
- AVOID DIRECT SELLING
- Be Creative and interact with Industry leaders
- TWITTER IS POWERFUL but its two edged sword - use for your benefits.
- Be consistent and don't use twitter without Profile Photo or Bio - If you want to create a Branding



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Facebook Strategies

Create a firm page which also has details to reach out to you and a website link

Regularly share important updates on your page. The updates should preferably supported by audio/ visuals



Be interactive and like and comment other relevant posts

Create events on facebook and invite people to attend the same. The event feature has much more reach

The profile photo of the page should be professional



In the about section, the nature of the business, working hours and address should be provided

You can use the prefix CA in your personal account on facebook





Quora Strategies

- 1. Make the most of your profile by having a complete profile
- 2. Add relevant knows about topic
- 3. Use Quora's platform to find questions and answer them to drive traffic
- 4. Write valuable content
- 5. Incorporate links where it makes sense
- 6. Suggest edits to top answers
- 7. Position your brand as leader in industry



Jigar Shah
Partner at JMJA & Associates LLP

Company Secretary and Corporate Governance Professional. Certified CSR professional. Public Speaker. On quora to explore exciting things. Will be happy to help entrepreneur, investors on compliance related advice for investment, Companies Act, 2013, agreement and drafting. In case of urgency, you can reach me at jigar@jmja.in with specific details. Website: JMJA & Associates LLP

Connect with me

Twitter: [FCSJigarShah](#)

LinkedIn: [FCS Jigar Shah](#)

Instagram: [CSJigar](#)

Credentials & Highlights

- Works at JMJA & Associates LLP
- Studied at The Institute of Company Secretaries of India (ICSI)
- Lives in Mumbai, Maharashtra, India
- 1.1M content views 20.6K this month
- Active in 1 Space
- Knows Gujarati
- Joined January 2015



Whatsapp Strategies



Join Groups

Join Chartered Accountant groups and groups with your expertise to get knowledge



Circulate Updates

Circulate relevant updates (like implications of recent notifications or intimations on extension of due dates, etc



Participate in discussions

Regularly answer queries and participate in discussions and support it with your name at end to make your digital brand felt

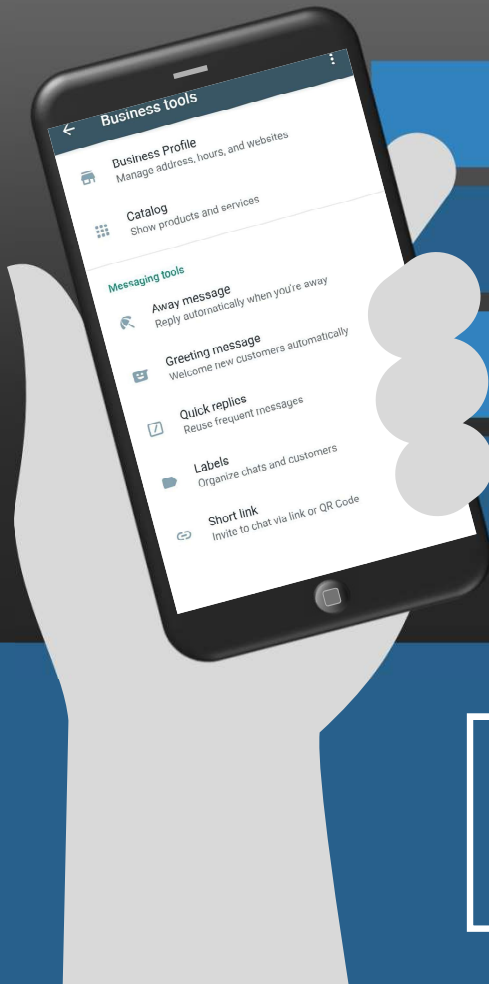


Share Links

Share links of your webinars, youtube videos, podcasts and blogs in your circle



Whatsapp for Business



Option to provide business timings



An auto-reply option



Option to upload catalogue



Labels to prioritize work



Have your Whatsapp for Business Account Today !

Strategies for WFB

- 1 Keep Separate number for your business Work. Download Whatsapp for Business
- 2 You can stop answering/replying post Office Hours
- 3 Activate Standard Message when you are away
- 4 Use Labels to prioritize your work. - Whatsapp for Business allows that
- 5 Use Address, Communication features - So when someone ask details you need to just forward that number
- 6 You can use catalog feature - DO NOT SELL ANYTHING DIRECTLY BUT USE IT TO ANNOUNCNE DEADLINES, NEWSLETTERS.



1

CONTENT BRANDING

2

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Content Branding is a strategic approach focussed on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience

4

The three benefits of content writing are:

- Increased traffic
- Cost efficiency
- Better audience with loyalty



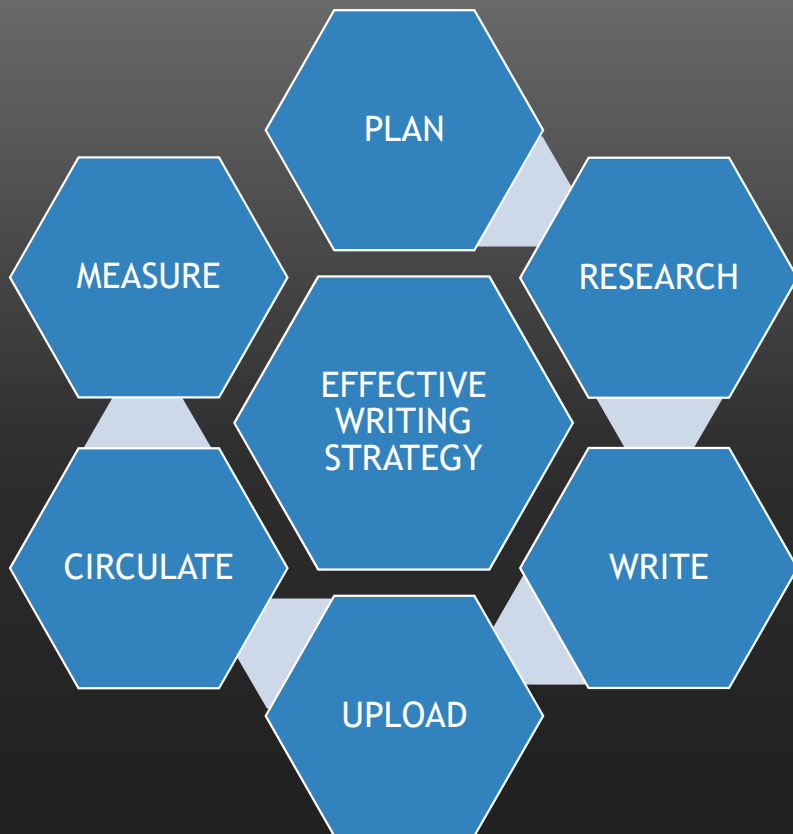
Relevant Provisions from COE

Part I - First Schedule - Clause (6) - Para
2.14.1.6 (iv) D

Publication of Books, Articles or Presentation

It is not permissible for a member to mention in a book or an article published by him, or a presentation made by him, any professional attainment(s), whether of the member or the firm of chartered accountants, with which he is associated. However, he may indicate in a book, article or presentation the designation "Chartered Accountant" as well as the name of the firm.





POINTS TO REMEMBER

- Writing consistently forms foundation of useful information that people can find
- Done right, writing does lead generation for you and helps bring qualified visitors
- As you start building fantastic write-ups, you're generating more and more traffic that will have more and more leads and ultimately conversion
- Create blogs and monitor results regularly
- Avoid creating boring tax updates that don't provide any value
- Your content needs to go beyond normal writing to include emails campaigns, videos, calculators, tax guides, FAQs etc
- Showcase your firm's deep expertise within a topic



Once you have published a write-up:

Send an email to your newsletter list
(whoever opted for it)

Publish it on LinkedIn

Make a video of the write-up

Record audio as podcast

Post and share it on social media accounts

Have your relevant staff share the post



1

AUDIO/ VISUAL BRANDING

2

3

The idea of having to read something is a big turn off for the modern generation. Instead, they want visual and audio stimulus that is easily accessible and gets to the point.

4

How audio/visual branding has an edge over other medium:

- Attention grabbing
- Chance to tell a story
- Better information



Relevant Provisions from COE

Part I - First Schedule - Clause (6) - Para 2.14.1.6 (iv) - O

Giving Public Interviews

While giving any interview or otherwise furnishing details about themselves or their firms in public interviews or to the press or at any forum, the members should ensure that, it should not result in publicity. Due care should be taken to ensure that such interviews or details about the members or their firms are not given in a manner highlighting their professional attainments. Any detail which is given must, in addition to meeting the above requirements, be given only as a response to a specific question, and of factual nature only.

Part I - First Schedule - Clause (6) - Para 2.14.1.6 (iv) - Q

Educational Videos:

While the videos of educational nature may be uploaded on the internet by members, no reference should be made to the Chartered Accountants Firm wherein the member is a partner/proprietor. Further, it should not contain any contact details or website address.

Part I - First Schedule - Clause (7) Para 2.14.1.7 (x)

Appearance on E Media (including internet)

Members may appear on television, films and Internet and agree to broadcast in the Radio or give lectures at forums and may give their names and describe themselves as Chartered Accountants. Special qualifications or specialised knowledge directly relevant to the subject matter of the programme may also be given. Firm name may also be mentioned, however, any exaggerated claim or any kind of comparison is not permissible. What he may say or write must not be promotional of him or his firm but must be an objective professional view of the topic under consideration.

Part I - First Schedule - Clause (6) - Para 2.14.1.7 (xii)

Organizing Training Courses, Seminars, etc for his staff

A Chartered Accountant in practice holding training courses, seminars etc. for his staff may also invite the staff of other Chartered Accountants and clients to attend the same. However, undue prominence should not be given to the name of the Chartered Accountant in any booklet or document issued in connection therewith.



Why hosting Webinars Work?



Position yourself as expert in your field



An indirect way of soft sales



Global reach



Interaction gives comfort to audience which can make audience clients



Lastly, it's the new trend



Youtube Strategies



Create a youtube channel for business

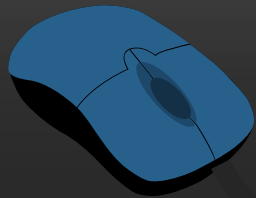
Create a youtube brand account which can allow multiple accounts to access

Upload & Schedule your video

This builds excitement in audience to look forward to the videos

Follow youtube's video specifications

- Recommended dimensions
- Supported aspects
- Specifications and format



Optimize your videos for SEO

- Pick the right title
- Make a good thumbnail
- A compelling description
- Add #tags to videos

Optimize your channel

- A keyword rich bio
- An eye-catching banner
- Links to your social media
- Call to action

Add end screens

An ideal end screen can give reference to your other videos which may be useful for users

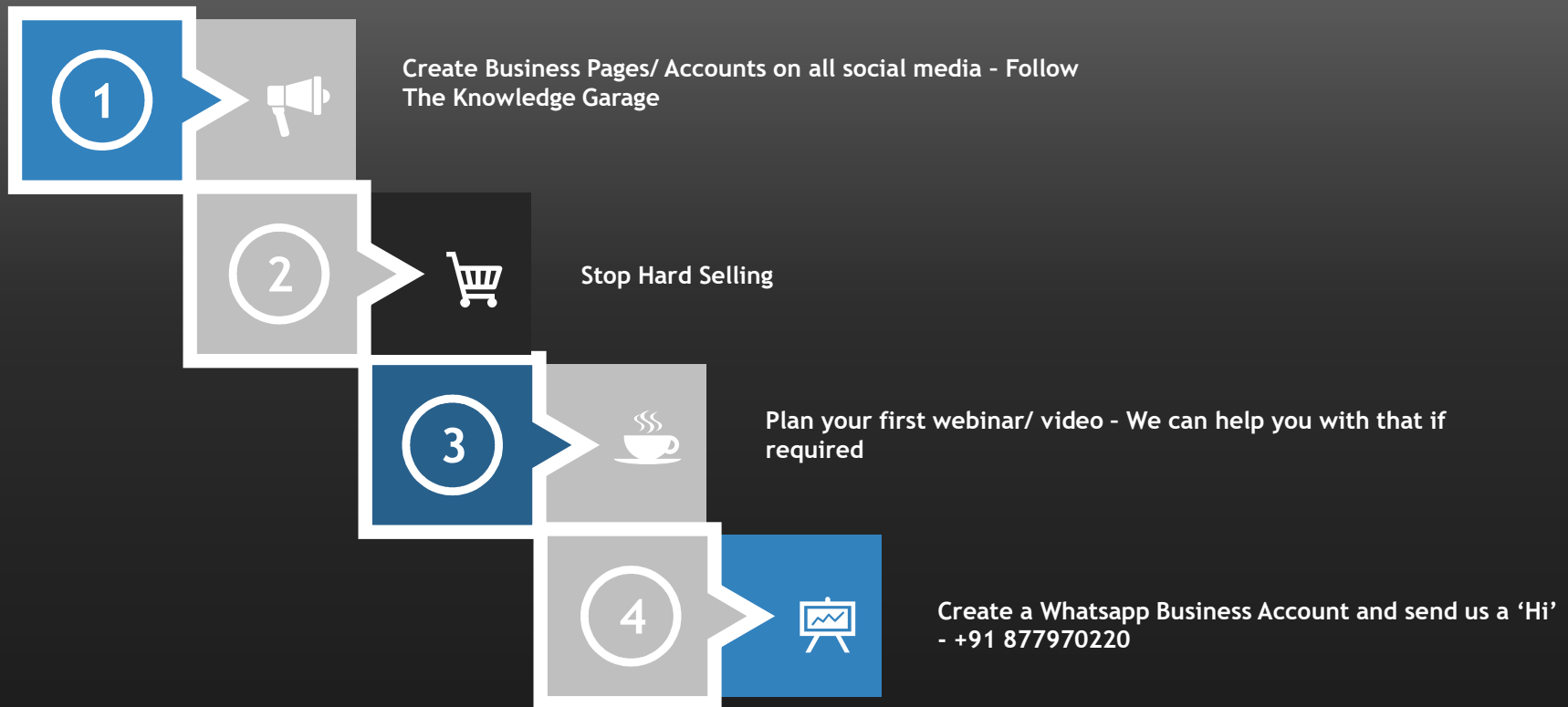


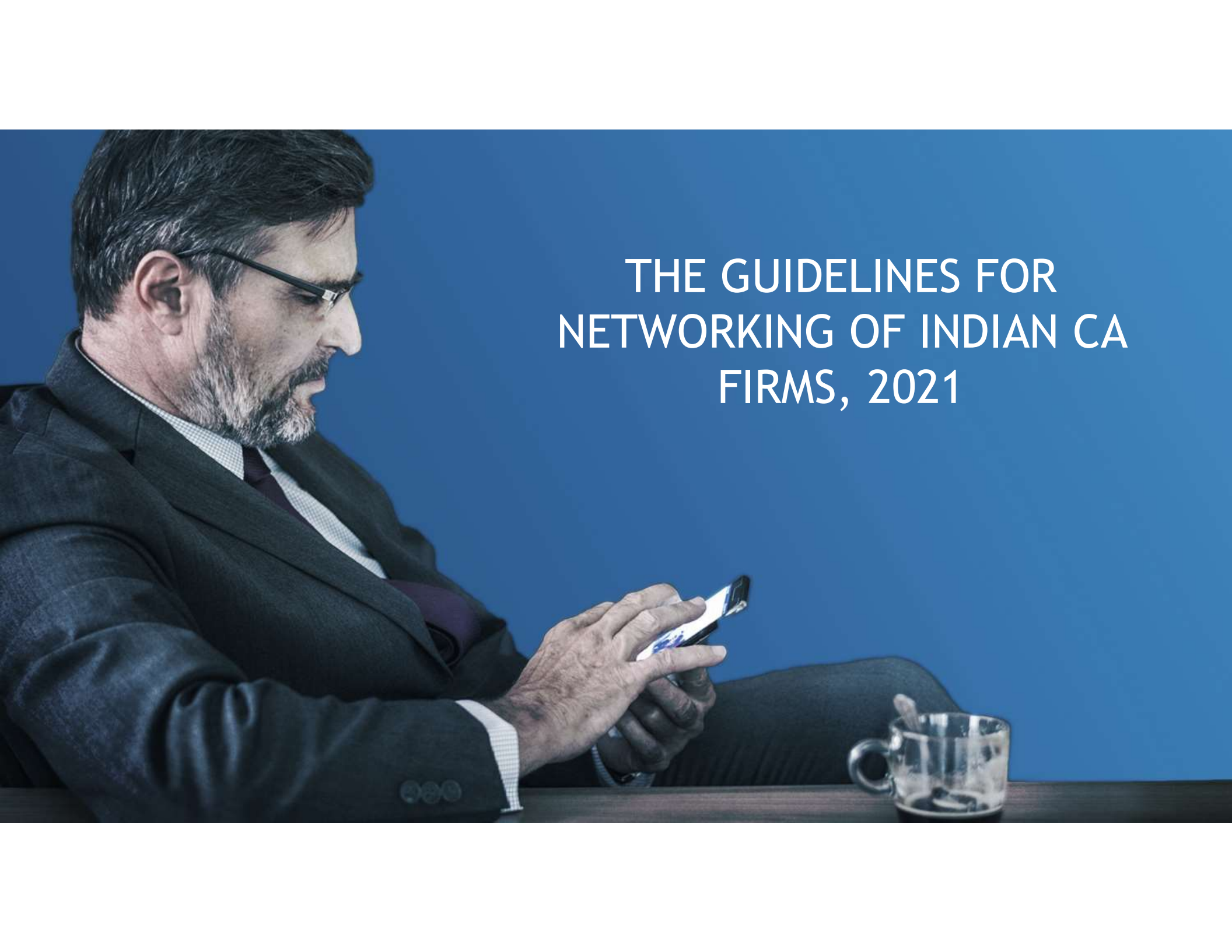


Twitter Spaces/Clubhouse

- Its like a conference call on Twitter or a Public Conference Call.
- Its an Audio Only discussion where any users can join the conversation
- Earlier people doubted that such application can be successful but today it is making its impact.
- Everyone who are bored at home (WFH Impact) and are not willing to chat/type a lot are using the Space.
- Best way to convey your thoughts in any language you want to discuss.

What Next?



A man with a beard and glasses, wearing a dark suit and tie, is seated at a dark wooden table. He is looking down at a smartphone held in his hands. To his right, on the table, is a clear glass mug containing coffee with a spoon. The background is a solid blue color.

THE GUIDELINES FOR NETWORKING OF INDIAN CA FIRMS, 2021

NETWORKING



MOST EFFECTIVE WAY IN WHICH CAs CAN GROW



HOW NETWORKING IS DIFFERENT FROM ADVERTISEMENT?

Concerns relating to CA

Majority CA firms are small sized firms.

A large number of firms have confined practice to audit and taxation.

Members have attachment with their firm name and do not want to go for Merger or Network due to fear of loss of identity.

When client grows bigger, they tend to switch over to a larger firm with an expectation that a larger firm will better cater to the diversified and growing needs.

Technology is gradually replacing human intervention.

Competition from other professionals has been a perennial challenge and will continue to be so in areas other than audit.

Merger of public sector banks and consequent reduction in number of branches, increase of tax audit limits, etc are also factors to be taken note of.

Council of ICAI allowed SMPs to (small and medium practitioners)

01

form LLPs so as to overcome the limitation of number of partners

02

merge so as to form a larger structure, with a provision to demerge within 5 years, if merger is not meeting the objective

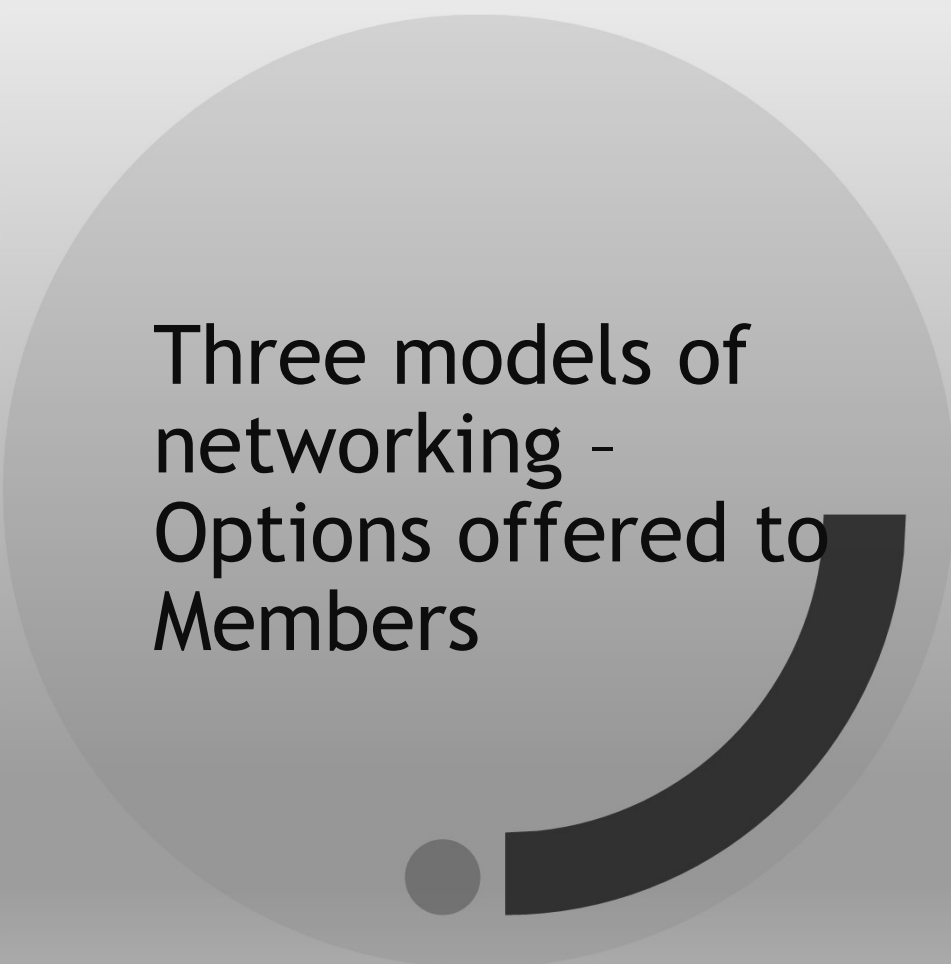
03

establish multidisciplinary firms

04

form Network with other firm(s).

- **Alliance Model:** Different firms coming together to form an Alliance with a new name of Alliance and continuing to practice independently and can showcase as an Alliance to the world
- **Network of firms:** Different firms coming together to form a Network with a new Network name and practicing in the name of firms belonging to Network
- **Lead firm:** Network of firms with a Lead firm acting on behalf of constituent firms of Network



Three models of networking - Options offered to Members

Alliance vs Network vs Lead Firm

Alliance	Network	Lead Firm
Registered Not recognised Partially regulated	Registered To be recognised Regulated	Registered To be recognised Regulated
Alliance will be registered with ICAI. ICAI will allot Alliance Registration Number (ARN)	Network will be registered with ICAI. ICAI will allot unique Network Registration Number (NRN)	Network will be registered with ICAI. ICAI will allot unique Network Registration Number (NRN)
Firms are free to carry on practice as independent firms, despite being constituents of Alliance	Firms are bound by internal integration agreement, and practice as independent firms, subject to internal agreement. Network's decision prevails upon other firms.	Firms can have an internal Agreement recognising one of the firms as the lead firm, depending upon the specialism and expertise required for each assignment. individual firms can carry on practice as independent firms. The lead firm can't be allowed to become Associates of another Network or Alliance

Alliance vs Network vs Lead Firm

Alliance	Network	Lead Firm
All firms in Alliance can apply for empanelment separately as individual firms. Their coming together is basically for nonaudit services. For audit practice, they all remain as independent practitioners	All firms belonging to Network can apply for empanelment, separately as individual firms.	When Lead firm applies for empanelment, other constituent firms cannot apply.



Thank You

On behalf of The Knowledge Garage
CA Shraddha Dedhia
ca.shraddhasheth@gmail.com
CS Jigar Shah
jigar@jmja.in

‘The Knowledge Garage’, a virtual
event facilitating platform



Contact: +91 8779970220/ hello@thekg.in