

25 MARKETING HABITS

Every Accounting Firm Should Utilize



1. Have a dedicated website.

2. Have business cards.

3. Create a Google+ business page.

4. Create a Twitter page.

5. Create a Facebook page.

6. Make a mobile website.

7. Send appointment reminders.

8. Create an Instagram profile.

9. Use Google AdWords.

10. Gather client reviews.

11. Have an "About" page on your website.

12. Start a blog.

13. Sent clients a thank you post card.

14. Ask clients for referrals.

15. Review competitors to see what's working and what's not.

16. Use social media to provide customer service.

17. Send an eNewsletter.

18. Ask new clients how they heard about you.

19. Offer a discount or special on one of your services.

20. Network on LinkedIn.

21. Write a press release.

22. Attend a community event and post about it.

23. Share client success stories with case studies.

24. Listen to your clients.

25. Provide value every day.

For more information on marketing strategies, call (800) 896-34500 or visit www.CPASiteSolutions.com.