



The last thing you want to be thinking about during busy season is marketing your firm for new clients. However, it's one of the best times to do it.

Here's why.

Leads are thinking about taxes during this time and may be looking for a new firm since tax season is top of mind.

How do you do it without spending a ton of money?

1. Consider **limited [Google AdWord buys](#)** with a focus on the busy season terms (this method could be use for any service line's busy season, such as EBP during the spring). Conduct keyword research to find the right terms that align with your firm's services. Determine your monthly budget. Run the ads on specific days and times (remember weekends and evenings are prime times too).
2. Leverage **[LinkedIn sponsored posts](#)** that cost little, but can be focused on geography, title, company, age, gender, and more. This helps you to finely tune into the target market you wish to reach.
3. **[Facebook boosted posts](#)** are used to boost content from the firm's Facebook page to reach a target audience. When doing this consider using the "interest" feature to target your market. For example, if you're a sports-centric CPA firm, use interests like "basketball," "hockey," "super bowl," and other busy-season sports.

The goal with a focused campaign during busy season is to narrow your search to the ideal

Should I market during busy season?

client demographic. Any online ad campaign should focus only on that ideal client and be a soft sell rather than a hard sell.

In that instance, you would want to drive them to your website to download information they can use today, which will, in turn, enter them into your firm's email drip campaign to convert them into a client tomorrow.

Do you create specific marketing campaigns during busy season or do you wait until it's over?

What are your biggest busy season marketing challenges? Do you wait until it's over to start up your marketing efforts for the year?

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