

Why a Newsletter?

A newsletter helps you to build your accounting practice, while reinforcing the perception that you are knowledgeable, professional, and competent.

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4 Tips

Differentiate Your Firm

Create useful, original content clients will read.

Show Personality

Share how your firm is involved with the community, highlight niche topics, and share photos.

Write for the Audience

Consider local- or state-specific issues rather than just federal tax issues.

Bring New Ideas

A newsletter helps to establish you and your firm as a thought-leader, bringing new ideas to the forefront.

Front and Center

Generating revenue is more critical than ever for accounting firms. Markets are saturated. Business development is highly competitive. With these demands, how do you professionally and consistently market your accounting firm to prospects and clients?

A client newsletter is one way to keep your firm's name front and center with clients. It's also an effective way to "speak" to your clients about the accounting issues they need to be aware of, such as tax filing changes, updates in regulations, and financial news taking place in their industry.

Leverage a newsletter to help build client loyalty and to stay in contact with clients. Use it as a relationship-building tool and for establishing two-way communication. In the end, ensuring your clients find value in your services, beyond the traditional efforts you may have used in the past, is a key to your firm's future.



Penheel Marketing

Penheel Marketing is a virtual marketing firm that specializes in social and digital marketing for small business owners, non-profit leaders, and CPAs.



How A Client Newsletter Helps Build Your Practice

Increase market visibility and build brand awareness while boosting client retention by communicating regularly with clients, prospects, and referral sources.

5 Tips for Getting Started

1. **Send clients a brief introductory letter** announcing the newsletter. This letter helps to demonstrate to clients your continued efforts to go above and beyond when it comes to service. Let them know it will be arriving on a regular basis and that they should feel free to contact the firm if they have questions about content they've read.
2. **Share the newsletter with all your current clients**, either electronically or in hard copy format. This helps to build your image and to ensure that current clients keep your firm's name in the forefront of their mind.
3. **Flag specific content** from within the newsletter that you feel the majority of clients will be receptive to. For example, local tax legislation changes may impact a great deal of clients in your area, or the upcoming calendar of filings might be of interest.
Remember to **send the newsletter to clients you may not speak with more than a few times a year**. The newsletter offers a great opportunity to speak with them about current trends, changes within their industry, and more.
6. Also **keep in mind the "limited" client** who may not leverage the full services the firm offers. This effort may bring to light additional services they could be using had they known about them in the past.

Spread the Word

With social media playing such a huge role in marketing today, consider how you can leverage a newsletter to help market your firm. Post the newsletter on your website, then:

- Include a link to it in email signatures.
- Share it in social media posts with a "flagged" article reflecting a trending topic.
- Reference it in blog articles.
- Add it to your professional LinkedIn® profile.
- Include a link to it at the end of slide decks.

Additional Tips

In addition to posting it online in an electronic format, consider printing small quantities for speaking engagements, seminars, conferences, and networking events.

If the firm has a media kit or client folder "leave behind," include it there.

When speaking at events, try to mention a topic that is highlighted in the newsletter to help draw attention to the topic, and to demonstrate your thought-leader knowledge about current topics.

When distributing the newsletter in hard copy, remember to include a complementary mailer for additional lead generation.

Tip: Read the newsletter before distribution. Know the content, so when a client or prospect calls and references the newsletter, you know what they are referencing.