

Fresh Summer Marketing Ideas

FOR BUSINESS SUCCESS



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7 Summer Marketing Tips Make for Great Fall Leads

As the summer months begin, consider ways that you can get out of your office and connect with new leads for an increase in later summer and early fall engagements. Here are several summer marketing tips to consider:

1. **Reconnect.** If you're using [LinkedIn](#) or other networking sites, consider ways to re-engage with your community by posting stories from your blog, commenting on articles and discussions, and attending open networking events.
2. **Event Hop.** Attend customer-industry conferences. Become more active with the local Chamber of Commerce. Consider offering events of your own by inviting clients and referrals to a summer bar-b-que or cocktail hour at a nice place.
3. **Summer Announcements:** Send a mailer or email to current clients, leads, and prospects with an update about what your company's working on; how it's expanding; and checklists for what they should be doing in the summer to prepare for fall and winter.
4. **Off-Peak Specials.** If summer is your slow time, offer a slightly discounted rate for consultations, services, and group events, such as webinars or conferences.
5. **Research.** The slower season is a great time to conduct prospecting research and marketing initiatives to support it. Define a new market. Set a budget for research and marketing. Outline the marketing plan. Encourage help by leveraging the skill set of interns.
6. **Charity.** Investigate opportunities in your community to sponsor events, host a vendor table, or donations for an organization. In many cases, your company's name gets mentioned in the charitable organization's marketing materials. Be sure to have attractive signage and a clear marketing message so people who see your information make a connection immediately.
7. **Plan.** Consider the budget, time, and resources needed to accomplish at least one of these tips. Plan the date and work backward from there. For example, if you're planning an August golf outing, begin the announcement process in June, with reminders every few weeks encouraging sign-ups and donations.

What marketing events will your company engage in this summer in preparation for fall activity?



Photo: White 77



Photo: Daria Yakovleva

Summer Is a Great Time to Stockpile Content

Summer might be one of your slower times, which makes it the perfect time to stockpile content for your social media and marketing needs.

What kind of content should you be developing?

Of course, blog content, but also more strategic pieces like ebooks, whitepapers, tip sheets, and demos. You might also consider content that lends itself to a webinar or small conference for the early fall months.

As you consider what to create, keep the marketing funnel in mind as you develop a plan. Here's a primer.

- Top of Funnel: For those simply searching the Internet for information and are less likely to be a warm lead, create content such as blog articles, informational videos, podcasts, interviews, social media posts, and resources.
- Middle of Funnel: For those who know what their business problem is and are seeking a solution, create content such as demos, whitepapers, trials, guides, webinars, FAQs, testimonials, happy-hour events, and small conferences.
- Bottom of Funnel: For those who are ready to engage, be sure to have contact information and forms available on your site, the ability for them to inquire about your services and to speak with a person at your firm, and the means to schedule a consultation.

Where do content ideas come from?

If you've just exited your busy season, you may have been peppered with questions about tax deductions, expenses, and more. Those questions from clients make great Q&As or tip sheets for release in the fall.

You might also consider trending topics that relate to your clients' industries. What's a pressing pain point for them and how would you provide a solution—without giving away your competitive advantage?

Regulatory changes that could impact your clients are great to share on social media.

Technology is always a great topic to cover. From cloud-based solutions to artificial intelligence, your clients may be wondering about these things. Share what you're learning and how it's impacting the profession and them.

Trivia is fun and people enjoy getting involved. If you create a series of trivia questions that you release on a specific day, for example Trivia Tuesday, your fans will know when to expect the posts and answers. One thought is to share trivia for parents and how to help their children to get involved with finance and budgeting. Business tips from top online source, such as Forbes, CNN Money, Financial Times, accounting profession sources, and more, are also immense idea generators for stories you can stockpile.

It's also good to share stories that reflect your firm's personality. For example, if your firm's staff support charities, share information about those charities and events you've been involved with. Take fun photos and share them on social media, on your website, and maybe in a video. You might even consider highlighting staff who are doing good in the community and how the firm supports their efforts.

Finally, creating filler content, such as business quotes from leaders, inspirational quotes, and funny clips from your industry also bring a "human" factor to your firm's reputation.

Free Resources

If you're still struggling with content ideas, turn to the search engines. There are tools to help you develop content ideas in minutes. Here is a short list of free resources to help you formulate ideas:

- **Google Suggest** [also known as autocomplete]: As you type in an idea into the search box, Google's algorithm predicts the top searches based on the keyword you entered. For example, agriculture pain points. Once you begin typing you will see the predictions appear just below the search box. Tip: Use the incognito or private browser feature before you begin to ensure your search is not influenced by past searches done on your computer.
- **[Google AdWords](#)**: You must have a Gmail account to use this feature, but once you have an account, you can use Google AdWords to search for topics related to an idea you might have. For example, if you search the Keyword Planner tool for 'Commercial & Investment Real Estate' and add the filter "Only show ideas closely related to my search terms," you will be presented with a list of topics you can download and comb through to find content suggestions.

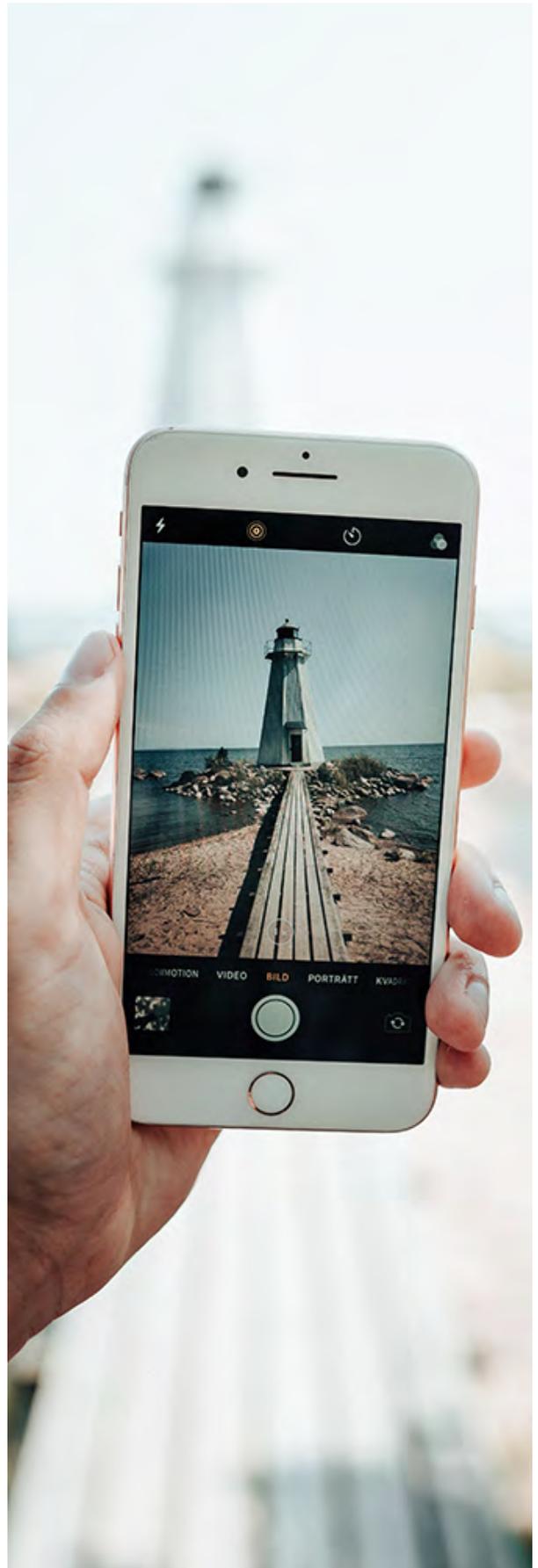


Photo: Steven Erixon



Photo: Perfecto Capucine

- [AnswerthePublic.com](https://www.answerthepublic.com/) is a crowd-sourced resource to discover what the public is interested in. Simply enter a keyword to find dozens of questions people ask about your keyword topic. For example, enter “real estate” and you’re presented with over 100 questions people are asking about real estate, such as “How are real estate taxes calculated?” You can also save the visualization image to keep handy for more ideas.
- Topic generators are also great ways to help you get ideas. Search for “topic generators” or “title generators” in your search engine. Type in a term you want to write about, say “real estate,” and a bunch of titles and ideas will appear. Sometimes the title is the only thing you need to begin thinking about a piece of content.

Now that you’re armed with the resources, how many pieces of content will your team stockpile this summer?

You Might Also Like This

- [21 Graphics Tools to Make Your Marketing Pop](#)
- [Steps to Social Media Success](#)
- [5 Content Formats That Generate the Most Leads](#)



Photo: Btfrewin Photography

Host A Summer Shredding Party and Increase Client Engagement

As summer kicks into high gear, what better way to enjoy a nice day than to offer a community-wide shredding party? It's a chance for you to informally touch base with clients, while offering a community event that helps the environment.

Getting Started

1. Reach out to clients who might want to participate, such as a local deli to provide “shredded” sandwiches; the food bank to collect donations; a professional shredding company to provide the services; and an entertainment company to offer kid-friendly activities.
2. Develop a marketing plan to promote the event, including email, social media posts, online ads and boosted posts, and announcements at local shops. Also, remember to set a rain date.
3. Enlist students or college grads to volunteer at the event to answer logistical questions; to distribute materials about your firm, document retention, and recycling information; and to offer insight into all the goings on at the event.
4. Organize and educate the team by hosting bi-weekly preparation meetings, event procedures, and post-event debrief.
5. Ask a photographer to take photos (be sure to have photo release forms available for participants and post onsite messages that the event is being photographed / videotaped).
6. Speak with your local fire and ambulance corp. to find out what else you might need from a risk-management perspective.
7. Have fun!

Bonus Tip: Think outside the box for marketing materials, e.g., consider images that have shredding in them; buy t-shirts that have shredded edges; create digital environmental sayings that people can snap and share on social media; and have a “shredding booth” so people can take photos with shredded signs, a shovel, and safety goggles.

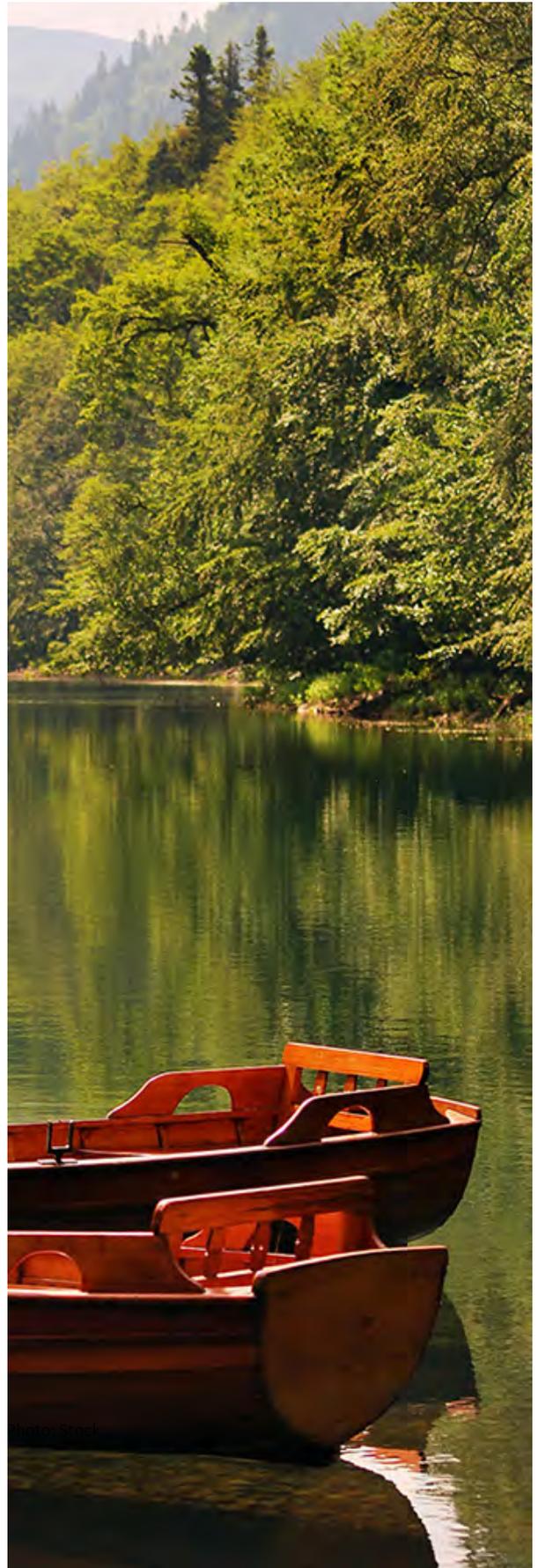
Now that you're armed with the steps, let's get the shredding party started.

10 Fun Marketing Ideas

Now is the time to be thinking about your summer marketing efforts—and to infuse some fun!

Here are some low-cost efforts you can do to help increase brand awareness, lead generation, and client engagement.

1. **Co-Sponsor a summer sports team.** Whether it's a kids' sport or an adult, co-ed league, get your brand out there. Co-sponsor the team with a complimentary business, such as a legal firm or small business in your town. Consider brands with similar values, clients, and mission.
2. **Host a summer party.** It could be a barbecue, ice cream social, evening event, or sock hop—whatever resonates with your clients and community. Seek input and help from your clients' businesses to increase brand exposure for everyone. Remember if your client loves your service, why not give them a casual environment to help them express it?
3. **Direct mail.** Put something unexpected on the front of the postcard or mailer, or even send a unique promotional item. Keep the message on point about your services and how life events happen all the time, such as weddings, graduation, babies, and more. Help them to understand your firm offers a wide range of services that may be leveraged all year.
4. **Get online.** If you've been neglecting your social media efforts, now is a great time to get back online. Use interesting photos to post with text; share stories about how accountants have "saved the day" this past tax season. Post inspirational quotes or summer-related quotes in your social media stream. And, remember to engage with those on your platforms.
5. **Summer Specials.** Email clients about a new webinar series your firm is hosting or have a series of learning events in the evenings. Offer the events at "summer blowout" prices to help entice them to register and attend. Share the content post session, for the summer fee as well. Then share the session download link on social media to help increase revenue from the event and intensify brand exposure online.
6. **Blow off some steam.** Consider hosting an event for charity. Work with local merchants to participate in an afternoon of events with a CPA dunking booth, or pie-eating contest, or pencil-pushing event with a twist—it must be done with participants' noses. This could be great fun for the whole family.
7. **Staff involvement.** Bring a "human" aspect to your firm by asking staff what they love most about summer? Video tape the responses and then share them each week on your website and social media.



8. **Trivia.** Trivia is hot, hot, hot! Engage with your clients via email or social media. Make this more fun by tying it to trending television shows or industry-related movies. Encourage engagement by sharing the trivia on social media and finding answers on your website.
9. **Travel Tips.** Share some travel tips about keeping money safe while traveling—both on your person and in your home or business. Leverage existing news articles about U.S. dollar conversion rates with tips about converting before traveling or how to do so once you arrive. Leverage blog articles from travel writers about the “best bang for your summer dollar” and places to travel.
10. **Money savings.** Make money savings fun. Provide tips and budget-friendly guidance on how a family can still enjoy the summer while on a budget. Ask them how they plan for summer activities and what is their best advice for those with young children and saving for summer vacations.

When it comes down to it, summer is a great time to engage with customers because before you know it, the fall will be here and back inside we'll go. Take advantage of the great weather, the long, summer days, and the chance to engage with your clients in a more casual environment.

What fun, summertime marketing event(s) does your company plan to implement this year?

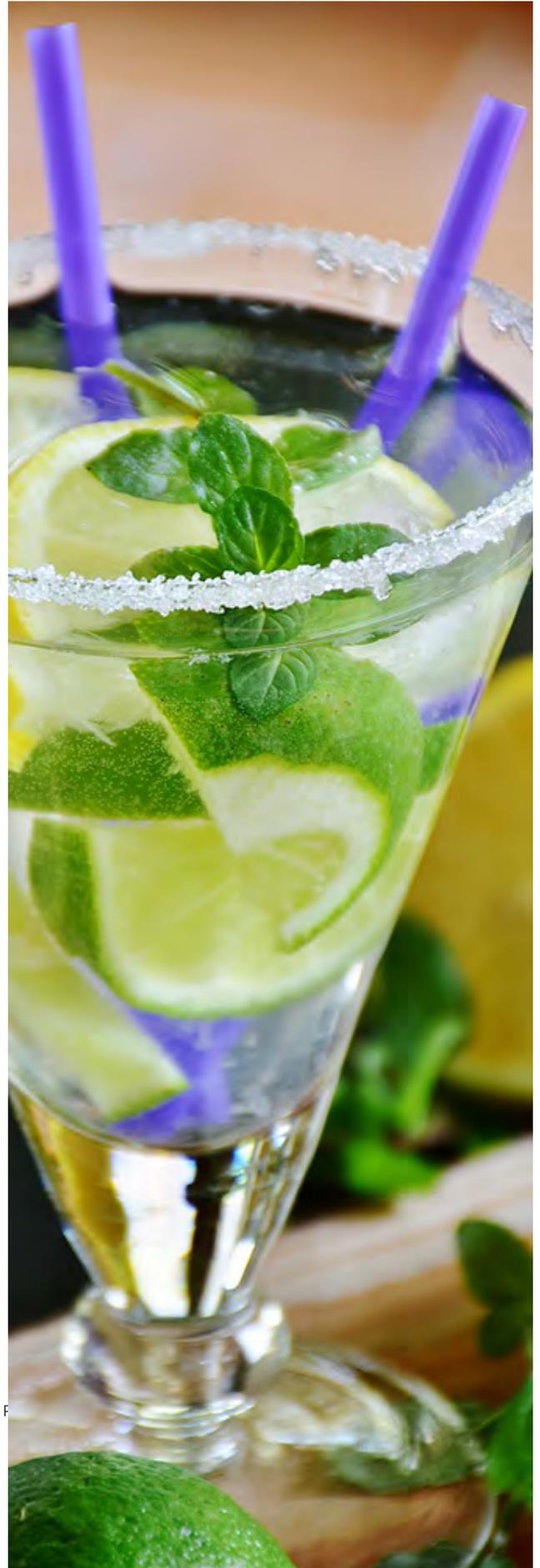




Photo: Fredy Martinez Photography

Penheel Marketing

We specialize in social media and digital marketing for CPAs and small business owners. Our services range from blogging to website design and just about everything in between, including ad development, graphic design, marketing plans, strategy, social media profile development for businesses and individuals, and copywriting. We also perform SEO audits and can help you strategize your next steps in building brand awareness and generating leads.

Our CEO, Becky Livingston, does a lot of public speaking and training across the country and at local, NJ and NY colleges and universities, including Bergen Community College and Westchester Community College, where she teaches semester-long marketing-related courses.

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What We Do

We build muscle – marketing
muscle – for CPAs and small
business owners.