

7 EASY SUMMER MARKETING WINS FOR ACCOUNTING FIRMS

Use this quick checklist to boost your firm's visibility and client engagement this summer.

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REFRESH YOUR WEBSITE

- Update home page messaging
- Fix broken links
- Add new testimonials
- Check service pages

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SEND A MID-YEAR EMAIL CHECK-IN

- Include financial tips or deadlines
- Add a call-to-action to schedule a mid-year review
- Link to a blog or helpful guide

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PLAN YOUR FALL CONTENT

- Outline topics for blogs, emails, and social
- Create a content calendar
- Schedule posts ahead of time

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LAUNCH A REFERRAL INCENTIVE

- Choose a reward (gift card, discount, etc.)
- Promote via email
- Include in email signatures and on website

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GET ACTIVE ON LINKEDIN

- Share one tip or post weekly
- Comment on client or peer posts
- Promote a webinar or blog post

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UPDATE GOOGLE BUSINESS PROFILE

- Confirm business hours
- Post an update or promotion
- Add photos
- Request new reviews