

Stay Visible During the Summer Slump

Smart Summer Marketing Moves for Accounting Firms

Keep your firm front and center—even during the slow season.

□ **Stay Active on Key Online Platforms**

Post weekly on LinkedIn, update your Google Business Profile, and share educational blog content.

□ **Repackage and Reuse Existing Content**

Turn existing articles, guides, or webinars into fresh formats like carousels, short videos, or tips posts.

□ **Host a Short Webinar or Roundtable**

Keep it under 30 minutes and focus on relevant seasonal topics. Use email and LinkedIn to promote.

□ **Showcase Your Firm's Personality on Social Media**

Share casual, behind-the-scenes moments or fun summer content to humanize your brand.

□ **Publish Evergreen Blog Content**

Write one or two useful, long-form posts that answer common client questions or tackle seasonal topics.

□ **Offer a Limited-Time Summer Promo**

Incentivize new business or referrals with a timely discount or offer.

□ **Track Engagement Weekly**

Review post interactions, website traffic, and inquiries to see what's working—and refine as needed.

Staying active during the off-season doesn't require a huge budget—just consistency, creativity, and client-focused messaging.