

# Accounting Firm CTAs That Work

Let's say someone reads your blog post, social media article, or email. They find it helpful and trust what you're saying.

## What happens next?

If there's no clear next step, the moment passes. That step doesn't need to be complicated. It just needs to be clear, relevant, and easy to say yes to. Below are options you can plug into your content based on your goal.

### Starting Conversations

Low Pressure, High Response

These work well at the end of blog posts or LinkedIn content.

- If this sounds familiar, let's talk through what this could look like for your business.
- Have a question about your situation? Send us a quick note. We're happy to take a look.
- Not sure how this applies to you? Let's walk through it together.
- Every business is different. If you want a second set of eyes on this, reach out anytime.
- We're seeing this come up a lot right now. If it's on your mind too, let's chat.

### Lead Generation

Downloads, Guides, Checklists

These are great for turning readers into email subscribers.

- Get the full checklist here and see how your business stacks up.
- Download the guide and use it as a quick reference before your next decision.
- Want a simpler way to stay on track? Grab the checklist we use with clients.
- We put this into a step-by-step guide you can use right away. Download it here.
- Save yourself time and guesswork. Get the full breakdown.

### Creating Urgency Without Pressure

Use these when timing matters.

- With deadlines coming up, now is a good time to review your options.
- A quick review now can prevent bigger issues later.
- This is easier to address before decisions are locked in.
- Waiting can limit your options. A short conversation now can help.
- If this is on your radar, don't wait too long to take a look.

### Email Engagement

Replies + Clicks

These are ideal inside newsletters or client emails.

- Quick question. Does this apply to you right now? Just hit reply and let us know.
- If you've been thinking about this, now's a good time to take a closer look.
- Click through for the full breakdown. It's worth a few minutes.
- We kept this simple on purpose. Take a look and let us know what stands out.
- If this raised a question, reply to this email. We read every message.

### Booking Consultations

Without Feeling Salesy

These help move warm prospects toward action.

- If you'd like to talk through this before making a decision, we're here.
- Let's take this from general advice to your specific situation.
- We can help you map this out based on your numbers. Schedule a time here.
- If you want clarity before year-end, now is a good time to connect.
- Let's make a plan you feel confident about.

### Social Media Engagement

These help increase visibility and interaction.

- Have you seen this come up with your business?
- Curious. How are you handling this right now?
- This one catches a lot of people off guard. Has it happened to you?
- Save this for later. You'll want it when this comes up.
- Know someone who needs this? Share it with them.

The best calls to action feel like a natural next step, not a hard pivot.



# About Penheel Marketing

## Our Services

- Digital Marketing
- SEO Audit
- HubSpot Support
- Semrush Ambassador
- Content Development
- Website Design & Maintenance
- Speaker & Trainer

## Contact

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🌐 [Penheel.com](https://www.penheel.com)

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Virtual CMO for CPAs and Accounting Firms. Specializing in social media and digital marketing for CPAs, accountants, and accounting marketers. We are your virtual marketing solution!

## About Us

Penheel Marketing helps CPAs and accountants build marketing muscle to increase their online search factor, digital marketing presence, and social media credibility.

Our marketing firm attends to client needs virtually, which allows us to spend our time working on your projects with some of the most creative minds in the profession. We provide exceptional service, personalized client care, and dedicated professionals.