

90-Day Content Calendar for Accounting Firms

Create a content calendar that aligns with your firm's business goals, buyer personas, and marketing plan.

For best results, use this prompt in the same AI string as your business goals, buyer persona, marketing plan prompts.

In the prompt, fill in the bracketed [ ] areas with your firm's information, buyer personas, and business objectives.

Prompt
Act as a content marketing strategist. Create a [30/60/90]-day content calendar for [business type/industry], targeting [buyer persona(s)] with the following business objectives: [insert goals].

The calendar should align with this marketing plan: [paste or summarize key strategies]. Include the following details for each piece of content:

- Date (or week)
- Platform (blog, LinkedIn, email, etc.)
- Content type (post, article, video, infographic, etc.)
- Topic or headline suggestion
- Target persona/goal alignment
- Call to action (e.g., download a resource, book a call, engage on social media)

Ensure the content mix includes awareness, engagement, and conversion-focused pieces. Provide it in a table format for clarity.

Example - Results
Let's translate your marketing plan into a 90-day actionable content calendar. This one is built specifically for your business goal: acquire 10 new clients in the CPA/accounting firm space (<$5M revenue, U.S.).

90-Day Content Calendar
Target Audience: Solo CPAs and small accounting firm owners with <$5M revenue
Objective: Drive awareness, generate qualified leads, and convert 10 new clients

Content Mix Overview

- Blogs: 12 (weekly, SEO + authority)
- LinkedIn Posts: 12+ (weekly, mix of engagement, authority, case studies)
- Emails: 12 (weekly, nurture + conversions)
- Webinar: 1 live + on-demand replay

Month 1: Awareness & Positioning
Goal: Establish authority and visibility with CPAs through thought leadership and practical resources.

Week 1
- Blog: “5 Marketing Challenges CPA Firms Under $5M Face—and How to Solve Them”
- LinkedIn Post: Carousel: Quick tips pulled from blog with CTA: “Read full article.”
- Email: Newsletter: “Kickstart Your Firm’s Growth in Q4” with blog link + CTA: “Book a free 20-min strategy call.”

Week 2
- Blog: “AI Tools CPAs Can Use to Save Time During Tax Season”
- LinkedIn Post: Poll: “What’s your biggest growth barrier—clients, time, or marketing?”
- Email: Share poll results + CTA: “See how your peers are tackling growth.”

Week 3
- Webinar (planning + promo launch): Title: “Client Growth Playbook for Small CPA Firms” (host in Week 5)
- LinkedIn Post: Announcement graphic with registration link
- Email: Invitation to register for webinar

Week 4
- Blog: “How Solo Practitioners Compete with Larger Firms”
- LinkedIn Post: Thought leadership post (story-driven about solo CPAs success)
- Email: Round-up of first 3 blogs + highlight upcoming webinar

Month 2: Engagement & Lead Capture
Goal: Drive engagement, generate leads through gated content and webinar.

Week 5
- Webinar (LIVE): “Client Growth Playbook for Small CPA Firms”
- LinkedIn Post: Live updates + clip of Q&A posted afterward
- Email: Replay link + CTA: “Download the Growth Checklist.”

Week 6
- Blog: “Marketing on a Budget: CPA Firms’ Top 3 High-ROI Channels”
- LinkedIn Post: Share case study snippet with CTA to blog
- Email: Highlight checklist from webinar + blog link

Week 7

- Blog: “SEO for Small CPA Firms: How to Rank Locally & Attract Clients”
- LinkedIn Post: “Are clients finding you—or your competitors?” with checklist CTA
- Email: SEO quick tips + CTA to “Book a consult to review your online visibility.”

Week 8

- Blog: “Referrals Still Work—Here’s How to Get More for Your CPA Firm”
- LinkedIn Post: Story-driven: Example of firm that grew via referrals
- Email: Referral program teaser + CTA: “Invite a peer, get [benefit].

Month 3: Conversion & Retention Prep
Goal: Nurture warm leads, highlight success, and push toward conversion.

Week 9

- Case Study Blog: “How One Small CPA Firm Increased Clients by 30% in 6 Months”
- LinkedIn Post: Client spotlight with quote/testimonial
- Email: Share case study story + CTA: “Book a discovery call to see how.”

Week 10

- Blog: “3 Mistakes Holding Back CPA Firms Under $5M Revenue”
- LinkedIn Post: “Which mistake resonates most with you?” engagement post
- Email: Educational + CTA to book consultation

Week 11

- Blog: “Future-Proofing Your CPA Firm: Marketing Trends for 2026”
- LinkedIn Post: “What’s your firm doing to prepare for next year?”
- Email: Invite to Q&A office hours (conversion push)

Week 12

- Blog: “The CPA’s Client Growth Checklist (Downloadable Resource)”
- LinkedIn Post: Promote checklist with gated download
- Email: End-of-quarter recap + CTA: “Let’s hit your 2026 goals together—schedule a free strategy consult.



Now that you have a structure, a prompt, and goals, what content will you create?

About Penheel Marketing

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.

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!

Our Services

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

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