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Apr. 23, 2012



CPA Practice Advisor is pleased to present a digest of recent, popular posts authored by award winning CPA firm Marketer [Alan Vitberg](#). These were

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<http://www.vitbergllc.com/professional-services-marketing-digest/blog/bid/55217/how-cpa-and-consulting-firm-niche-marketing-programs-get-found-heard>

“And Do You, Twitter, Take This CPA Firm to Be...”

This is a story about how one CPA firm is breaking through barriers to using social media in exciting new ways. They're building a loyal base of followers, expanding the reach of their brand, and even better, showing that social media can indeed be used to find new clients (and revenues) for the firm. The firm's success in using social media as a couple of valuable lessons for the marketing efforts of CPA firms thinking about using this channel in their marketing mix. More

<http://www.vitbergllc.com/professional-services-marketing-digest/blog/bid/54039/and-do-you-twitter-take-this-cpa-firm-to-be>

6 Awesome Marketing Strategies and Tactics for Bios

For any professional services firm's marketing program, onsite bios need to take a front and center stage. Bios should be a key part of your “get found first strategy”, competitive differentiation strategy, personal brand building tactics, and a critical part of your lead generation program. Here's 6 marketing strategies and tactics to turn your bios from ordinary to extraordinary

<http://www.vitbergllc.com/professional-services-marketing-digest/blog/bid/52296/6-awesome-marketing-strategies-and-tactics-for-bios>

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<http://www.vitberglc.com/professional-services-marketing-digest/blog/bid/54710/10-powerful-ways-how-cpa-and-consulting-firms-are-lowering-lead-acquisition-costs>

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