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to help small to mid-sized accounting firms market their services.

Taija Sparkman • Apr. 17, 2013

Build Your Firm recently announced it will host a series of Lunch and Learn webinars to help small to mid-sized accounting firms market their services. Build Your Firm is a website development and marketing company that works with tax and accounting professionals and firms.

The 16 webinars scheduled for 2013 are designed to help accounting firms grow their businesses and generate more leads. Topics will include practice management, internet marketing, reputation management, referral marketing, niche marketing, social media and lead generation. Participants will also receive one free CPE credit.

“Our webinar series gives accountants techniques to grow their business, knowing that the bulk of their time is spent on retaining their clients and back office activities,” said Allan Ratafia, co-founder of Build Your Firm. “After 10 years of working with accounting firms, we have some great tips for improving the front end of accounting practices, including lead generation, increasing fee realization and attracting better quality clients. Growing an accounting firm is hard work; our webinar series will provide new perspectives on improving front end management.”

The webinar series will run from May to December. The schedule for the first eight sessions is below:

May 14: Earn profits at TWICE the Industry Average

May 15: How to Properly Ask for Client Reviews – Rapid Growth Strategy (include e-newsletters)

June 11: Maximizing ROI from Your Accounting Website

June 12: Getting Your Clients to Refer Business Over And Over ... Low hanging fruit

July 16: Advantages of Having More than One Website for Your Accounting Firm

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