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Thomson Reuters has launched a new suite of marketing solutions featuring timely content written and formatted specifically for social media channels along with a robust platform to publish the integrated content online. Social Media Solutions from Thomson Reuters [Checkpoint Marketing for Firms](#) help tax and accounting professionals showcase their thought leadership and expertise while connecting with clients and prospects via social media.

According to a recent survey by [CPA Trendlines](#), 80% of potential professional

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Reuters. "To stay competitive, firms need a strong social media presence and strategy with engaging content. Our new social media solutions make it easier for firms to engage with clients and prospects via social media."

In addition to timely, formatted content on a wide range of topical business subjects, the Social Media Solutions suite of options includes a comprehensive platform that facilitates publishing to unlimited social accounts as well as reputation monitoring and metric-capturing tools. Users receive ready-to-share Checkpoint Marketing content within the platform. They also benefit from continuous training programs, best practice tips, and quarterly reviews with a dedicated customer support team to help analyze their social media results and assess their strategy.

The new social media suite of solutions is designed to accommodate all online content marketing needs—from the smallest accounting firms to the largest, most social-savvy firms. Flexible options make it easy and affordable for firms of all sizes to provide educational, relevant content on a daily or weekly basis, increasing client satisfaction and enhancing credibility with prospects.

For more information about Checkpoint Marketing for Firms Social Media Solutions, visit tax.tr.com/socialmediasolutions.

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