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## and Bookkeeping Businesses

Customers get subscription access to a library of ready-made videos on services like tax preparation and planning, bookkeeping, payroll, controller services, advisory, and tax resolution.

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Accountants have long been frustrated with how to add video to their marketing. Now there doesn't have to be any more procrastination, long learning curves, or camera-shy professionals missing out.

Accountant's Accelerator has introduced its new Accelerator Videos offering to make it easy by doing all the work for accounting firm owners. Customers get subscription access to a library of ready-made videos on services like tax preparation and planning, bookkeeping, payroll, controller services, advisory, and tax resolution. If just one video fills the need, customers can purchase it individually. Video lengths and formats are optimally designed for web page display as well as social media posting.

Accelerator Videos customers also have two choices when it comes to customization: they can get the videos as is or the last slide of the video can be customized with the business's contact information and logo.

Video is hands-down, the most profitable way to reach prospects, cut down on customer service, and wow clients. According to Unbounce, including video on a web page can increase conversion by 80 percent. Mist Media reports that the average internet user spends 88 percent more time on a site with video. And 73 percent of B2B organizations that use video in some capacity in their marketing campaigns report positive results to their ROI, according to a survey conducted by ReelSEO.

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