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building opportunities to website.

Isaac M. O'Bannon • Mar. 06, 2012

1st Global now offers interactive, in-depth wealth management and business-building opportunities on its new website. With many accounting firms experiencing flat or little growth over the last five years, this information as well as exchange of ideas on the site will be very beneficial for firm partners seeking sustainable profits.

According to 1st Global's marketing executive, that's one of the reasons why the company launched it. "We launched 1stGlobal.com for two reasons: to better illustrate our core mission of increasing overall accounting firm growth through unique and dynamic consulting engagements. And, to express our thought leadership and encourage conversation on this important topic," said 1st Global Vice President and Chief Marketing Officer Brian M. Finnigan.

"What's exciting is 1stGlobal.com offers the ability for firm partners and wealth managers to 'weigh in' in real time on these ideas and facts of growth consulting using the DISQUS comments platform that many online publications and blogs use. It will enhance the interaction we have with those in our industry," he added.

Many of 1st Global's thought leadership articles and whitepapers have been published on AccountingWEB but without this social media feature. In addition, 1stGlobal.com offers engaging testimonials from firm partners about their experience with 1st Global's consulting heritage and educational programs, an integrated social media button with LinkedIn and a careers page highlighting the multitude of career opportunities currently available as 1st Global continues to grow.

What's more, the company plans to provide prospective firm partners an invitation to 1st Global's Wealth Management Feasibility Analysis and Consultation on its

website. This consulting engagement is designed to help firms of distinction discover

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