

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

practices through the delivery of content that clients expect and appreciate from their accountant, tax and/or bookkeeping professional. The Marketing Resource Center ...

Nov. 11, 2015



Tenenz, Inc., a leading provider of Client Centric Communications online tools for accounting firms is pleased to announce multiple enhancements to their Email Marketing and Communications Service (EMCS) tool. Additionally, to more accurately describe the vast collection of resources contained in the EMCS tool, the name has been changed to the [Marketing Resource Center](#).

This practice tool is engineered to help practitioners maintain and grow their practices through the delivery of content that clients expect and appreciate from their accountant, tax and/or bookkeeping professional. The Marketing Resource Center service includes:

- Branded email marketing services
- Customized open e-mail message templates

- Pre-scheduled client reminders (e.g. Appointments and quarterly payment

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

college savings plans or information on tax planning) goes a long way in building and enhancing the practitioner's reputation as the trusted resource for information on all things financial," said Bob Tenner, General Partner, Tenenz. "Accountants appreciate this content because it makes clients think to call the practitioner or pass along an article to their friends, which generates more business for the firm."

These enhancements have added content and greater flexibility in how practitioners can use the content. The additional ways practitioners can now use the Marketing Resource Center include:

- **Embed a firm-branded Client Resource Center onto a page on the practitioner's website.** The practitioner's clients can then view all articles in the resource center from any device, making access to the value-added content easy and convenient.
- **QuickSend Tool.** Practitioners use the new QuickSend tool to instantly email an article to a prospect or client. Practitioners simply add the article to a custom email message template that is branded and styled according to the firm's preferences and click 'send'.
- **Customizable Client Resource Center.** Easily customize the Client Resource Center for the practice specialties by marking articles as favorites, which displays them above all other articles, making them easily located by clients.

Firm Management • Marketing

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us