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FIRM MANAGEMENT

Marketing and Social Media Tips for CPAs With eCommerce Clients

Does your firm have a lot of clients who specialize in ecommerce? If so, this article is for you.

Becky Livingston • Feb. 17, 2017



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Here are social media tips to help you engage with your clients in their social media sphere; connect with potential leads; and increase brand awareness within the niche.

1. Research social media groups on platforms where ecommerce clients hang out. LinkedIn and Facebook groups are a good start. Instagram offers visual content to the masses that skew slightly younger. It's very popular and may be used to share images about your firm's culture, office environment, and the kinds of commerce you support. Twitter is also a great tool to connect with your niche. Leveraging Twitter lists, which is a grouping of Tweepers, it is an excellent way to create engagement with leads, clients, and prospects. Once you've joined or created the

- group, remember to avoid the hard sell; it's all about engagement here. Be helpful and share stories they can use, such as tax on global sales, or local sales tax stories.
2. Identify hashtags within the ecommerce industry to help your content be found in social media. Hashtagify.me, Twubs, Tweet Binder, RebelMouse, Tagboard, and RiteTag are tools you can use to research the best and most popular hashtags used in the ecommerce industry, e.g., #marketing, #SEO, #Retail, #Business, and more.
 3. Demonstrate your expertise by creating unique content on your website and sharing it in social media. Stories that address ecommerce client's pain points, with tips on overcoming them, such as the implementation of SaaS platforms to help decrease high maintenance costs. Another topic might be mergers and acquisition steps to success. Exit planning is another great topic that most business owners don't pay attention to until it's too late. For smaller ecommerce clients, stories focusing on business expenses and tax deductions could be helpful.
 4. Discover ecommerce publications—both online and in print, such as *Practical eCommerce* (<http://www.practicalecommerce.com/>) and the *eCommerce Times* (<http://www.ecommercetimes.com/>)—to follow in social media. Share their stories and include relevant hashtags to draw those clients toward your firm's brand and solutions.
 5. Develop content to move leads and clients down the marketing funnel. This might include offering commerce-specific webinars, hosting events, and sharing eBooks, whitepapers, and case studies online. In order for this to be successful, the topic must address their needs and provide viable solutions to address those needs.

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