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FIRM MANAGEMENT

Association for Accounting Marketing Announces Category Winners of the Marketing Achievement Awards

Twenty-Nine awards for marketing accomplishment were awarded May 14, 2018, for accounting marketers recognized for achievement. The Association for Accounting Marketing annual award event features awards in multiple categories.

May. 15, 2018



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Expert category judges, including professionals in marketing, advertising, communications and professional services, reviewed and judged more than 100

entries. Winning entries were recognized for the accomplishment of a specific goal or objective, executing a project strategically, and measurable results.

The categories and winners are as follows:

Advertising

Digital Advertising	ORBA
Print Campaign Total Spend of \$24,999 or Less	Henderson Hutcherson & McCullough
Print campaign Total Spend Above \$25,000	BKD CPAs & Advisors

Branding

Integrated Branding Programs Budget Above \$100,000	BKD CPAs & Advisors
Integrated Branding Programs Budget Below \$100,000	MichaelSilver
Logo New or Refreshed	Casey Peterson, Ltd.

Business Development Initiative

Customized Sales Initiative or Approach	RSM Canada
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Collateral and Content Marketing

Announcements/Invitations	Berdon LLP
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Blogs **Freed Maxick CPAs, P.C.**

Brochures **ORBA**

Integrated PR Campaign **Dixon Hughes Goodman
LLP**

Publications and Newsletters **BKD CPAs & Advisors**

Events

**Budget Between \$10,000 and
\$24,999** **Margolin, Winer & Evens
LLP**

Budget less than \$9,999 **Rea & Associates, Inc.**

Budget above \$25,000 **Grant Thornton LLP**

Marketing and PR Campaigns

Client Service/Survey **Herbein + Company, Inc.**

Direct Marketing Campaign **TD&T CPAs and Advisors,
P.C.**

Integrated Marketing Campaign **SVA Certified Public
Accountants**

Nurture/Lead Generation Campaign **EKS&H LLLP**

Recruiting Campaign **Keiter**

Social Media Campaign **Henry+Horne**

Video and Multimedia

Program Budget Above \$10,000 **WithumSmith+Brown,**

PC

Program Budget Below \$9,999

BKD CPAs & Advisors

Website

Project Budget Between \$10,000 and \$24,999

Glass Jacobson Financial Group

Project Budget Above \$25,000

ORBA

Project Budget Below \$9,999

Hartmann, Blackmon & Kilgore, P.C.

We AAM to Serve

Small Firm

KPM CPAs & Advisors

Medium Firm

Rea & Associates, Inc.

Large Firm

Crowe Horwath LLP

Recipients of the AAM-MAAs were announced at the AAM-MAA's Awards Event that took place during the Association's 2018 Summit in Portland, OR, at the Portland Art Museum on May 14th. This year's summit marks the 29th edition for the organization. The AAM Summit is the largest event hosted by the association. Accounting marketing and business development professionals, as well as partners and firm administrators attend the Summit annually to connect with colleagues and learn new strategies to enhance their firm's marketing and promotion efforts.

Firm Management • News

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