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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

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BKD CPAs & Advisors

Budget Above \$100,000

Integrated Branding Programs

Budget Below \$100,000

Michael Silver

Logo New or Refreshed

Casey Peterson, Ltd.

Business Development Initiative

Customized Sales Initiative or
Approach

RSM Canada

Collateral and Content Marketing

Announcements/Invitations

Berdon LLP

Blogs

Freed Maxick CPAs, P.C.

Brochures

ORBA

Integrated PR Campaign

**Dixon Hughes Goodman
LLP**

Publications and Newsletters

BKD CPAs & Advisors

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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	Glass Jacobson Financial
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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

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