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marketing initiatives for summer. Unfortunately, now's the time to be thinking about it.

**Becky Livingston** • Mar. 03, 2020



You may have been so busy during tax season that you've not been focusing on your marketing initiatives for summer. Unfortunately, now's the time to be thinking about it.

Rather than spending a huge amount of time on content development, consider how you can leverage social media and online advertising to move the needle.

Here's how.

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([www.cpapracticeadvisor.com/21124539](http://www.cpapracticeadvisor.com/21124539)) you can add to your website to make this process even more efficient.

- Prepare several social media organic, non-paid posts over the course of four to five weeks that link back to each service page.
- Create social media ads for less than \$1/day on Facebook and \$10/day on LinkedIn that also point back to the service page.
- Spend less than \$100 on Google Ads that link back to the service page.

## 2. Accounting Tip Video Campaign

Develop a video campaign focusing on accounting tips for your target market—those you most want to have as new clients. One tip per week for several weeks is all you need. Remember to include a call to action at the end and branding in the beginning to help drive traffic to your website. Also, post the videos on a free YouTube channel to keep the collection in one area. Then link to that channel from your website.

The videos should be less than 60 seconds in length each. Free or paid tools, like RawShorts, Biteable, Animaker, Promo, Pixabay, Pikwizard, or InShot (mobile only), help to reduce the amount of work on your plate.

Leveraging popular, social media weekday hashtags like #TipTuesday, #WednesdayWisdom, #FeatureFriday, or #SpotlightSunday, also increase your audience reach.

## 3. You've Got Mail

Old-school marketing techniques, like postcards, are a great way to get attention. People are so swamped with electronic mail, that receiving an actual piece of mail can be exciting. Consider an image that business owners will understand and better yet, think, "Yes! That's me."

Choose one topic for the postcard, such as payroll headaches getting you down, cash

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your defined criteria.

- An advanced search on LinkedIn is also a great resource to find business names and a contact person.
- State government websites often have a search services for businesses, e.g., <https://dat.maryland.gov/businesses/Pages/default.aspx>.

Sending postcards at a bulk mail rate is also a good way to keep costs down.

Go ahead, put on your summer gear and think about a fun way to engage your target market.

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Becky Livingston has over twenty-five years' experience in marketing and technology in financial services and engineering firms. She is the President and CEO of Penheel Marketing, a boutique marketing firm specializing in social media and digital marketing for CPAs. In addition to being a marketing practitioner, Becky is also an adjunct professor, author, and speaker. With a graduate degree from Pace University in Information Systems, Becky also holds undergraduate degrees from two other colleges and also has a Certificate in Corporate Training from NYU. She is also an active member of the Association for Accounting Marketing (AAM). Connect with Becky's firm on Facebook, LinkedIn, Google Plus, Pinterest, and YouTube.

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