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By Roman Shvidun.

Every successful team of accountants holds clear insights into their ideal clients — who they are and what industries they're involved in. This basic understanding allows accountants to reach and then convert these potential clients into paying customers who value their services.

But how do you convert these leads into clients? This is where an effective marketing plan that allows you to reel in new leads organically comes into play.

In the following paragraphs, we'll walk you through some marketing practices that

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Did you know that email is one of the best marketing tools for boosting your conversions across various industries? According to statistics, email marketing offers some of the **most impressive ROI** in terms of conversions and sales.

Of course, the narrative is no different in the accounting scene. With the right email strategies and consistency, you can boost your client conversion rates and pull yourself closer to your business goals.

In addition, ensure you include segmentation in your email marketing strategy, and don't forget to leverage **email account management** tools.

Better Brand Awareness

Emails provide a direct line of communication to your potential clients. As a result, they are one of the best ways to improve your brand awareness and put yourself in front of the people who require the services you offer.

The hard part is not sending these emails, but rather getting them opened and read. However, once you do, you're on a fast track to greater brand awareness.

Stronger Customer Loyalty

Email marketing is also an excellent way to inspire customer loyalty and keep lifelong clients — but this requires good content.

One of the most effective methods for building loyalty is to provide special offers and exclusive deals through **sales emails**, especially for long-time clients.

Emails are also great for letting your clients know you value their opinions through surveys. After all, who doesn't like to be heard?

Top Marketing Tips to Boost Your Email Strategy in

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Thankfully, emails are easy to play around with and manipulate. Therefore, if you try hard enough, you can make any subject — including accounting — super exciting and fun to explore.

Here are a few tips to make your accounting-themed emails more engaging:

- Tell a story
- Create attractive CTAs
- Play around with animations
- Leverage videos
- Keep it simple

Pro tip: Google Analytics can give you data-driven insight into how much your target audience likes your content by tracking metrics such as clickthrough rates, session durations, [SEO KPIs](#), etc. So, you should consider using this tool.

2. Ensure Your Email Subject Lines Are Catchy

Your email subject lines significantly impact your open rate. Attention-grabbing and appealing subject lines will increase their chances of being opened.

Note that this is not saying you should clickbait your email subscribers. Instead, your subject line must always be relevant to the content of the email.

The trick is to condense the information you want your subscribers to know into a short, catchy sentence or phrase. You can also include an emoji in applicable situations, as they can improve [customer engagement](#).

Fun fact: Most high-performing email subject lines are usually between 30 and 50 characters long.

3. Clean Up Your Email List Regularly

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email campaign to win back inactive subscribers. However, if the re-engagement campaign does not work, it may be time to move on. Besides, you also have to keep updating and adding new contacts to your email subscriber list to replenish it.

Bonus Tips

- Try different [email marketing systems](#)
- Optimize your emails for mobile
- Stay away from “no reply” email addresses
- AB test your email subject lines

Bringing It Together

An effective email marketing strategy in today's digital world can be critical in reaching your target market, increasing your brand awareness, and converting new clients. Therefore, it is an excellent investment for accounting firms looking to boost their brand reputation and land new clients.

Is your current 2022 email marketing campaign strategy attracting your target clients and hitting your goals? If not, it may be time to switch things up and try a more effective email marketing tool!

Benefits • Firm Management • Marketing

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