



Part of Social Media Solutions

## Be the First to Inform Clients About Significant Changes

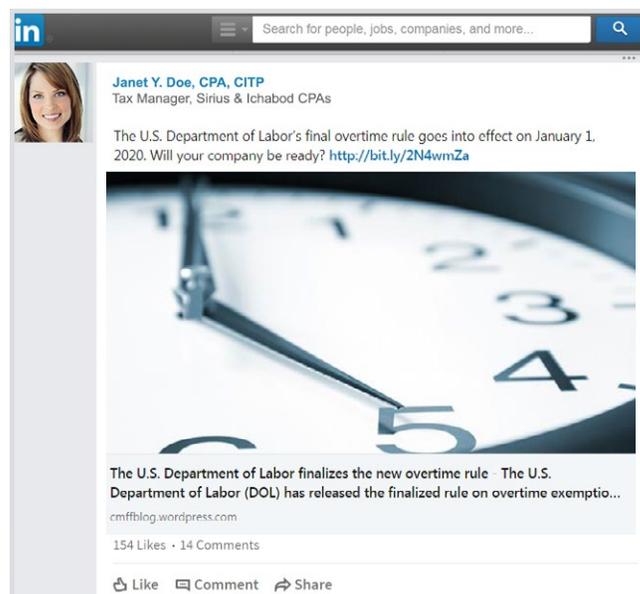
### Checkpoint® Marketing for Firms Emerging Tax and Regulation Alerts

Keeping up with the latest tax and regulatory changes can be both challenging and time consuming. Add to that the arduous task of assessing the changes, vetting sources, and writing an easy-to-understand analysis to share with your clients, and you might wonder how it's possible to sustain this type of communication on an ongoing basis. Yet it is important that your firm be recognized as an authority in the evolving tax and regulatory landscape.

#### That's why we developed Thomson Reuters Checkpoint Marketing Emerging Tax and Regulation Alerts.

These full-length articles cover both proposed and newly passed legislation, as well as major regulatory changes that affect individual or business financial management, such as developments with health care reform. Our experienced editors boil down the most complex details for each topic and present them in layman's terms so your clients can easily understand their impact.

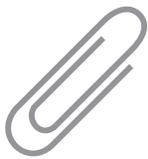
These alerts are provided to you in multiple formats for quick and easy publishing on your social media platforms, email distribution, or posting on your website's blog. **Choose to receive the alerts from us via email or through our Social Media Manager.**



Example of how an Emerging Tax and Regulation Alert might appear on LinkedIn

## An **Emerging Tax and Regulation Alerts** annual subscription includes:

- A minimum of 18 professionally-written long-form alerts (typically 700 – 1200 words) covering late-breaking proposals, new laws, and regulatory updates as they unfold
  - For new laws that are passed, you will receive concise, ready-to-share notifications within one business day, which will be followed up shortly by the longer, more comprehensive articles that provide a detailed description of the new law or regulatory change and an analysis of its impact.
  - For legislative proposals and new regulations, you will receive the full-length article without a preceding notification.
- Abbreviated posts written specifically for social media to help you position your firm as a thought leader on LinkedIn, Facebook, and Twitter, and drive traffic to your firm’s website or alert landing page
- Relevant imagery or a professionally-designed infographic to accompany and enhance each social media post and alert
- An attention-getting reference to the infographic (when included with the alert) to be used on social media to route followers to the full infographic hosted on your website or blog



### Checkpoint Marketing for Firms **Social Media Solutions**

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