



Checkpoint® Marketing for Firms

Social Media Solutions

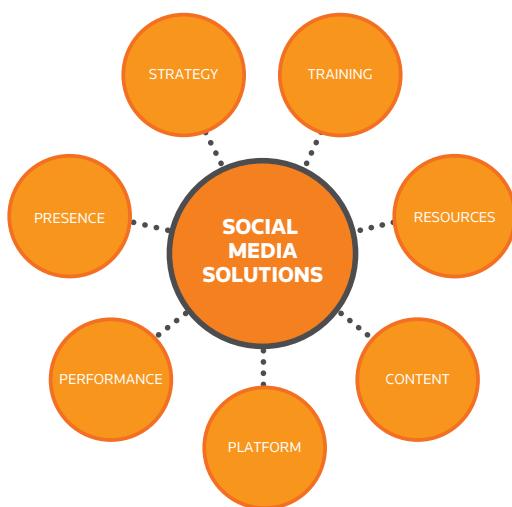
Content. News. Strategy. Metrics.

Maximize your social media influence

Social media has changed the way buyers search for professional service firms. Traditionally, referrals and references were the keys to hiring a new provider. Today's conversations, research, and decisions occur online. Social media has created a paradigm shift, making it easier than ever for a prospect to make a buying decision before you even know they are looking. In order to succeed, a firm's brand must be strong online as well as offline. Social media is no longer optional for accounting firms.

From customer comments and reviews to the quality of your firm's posts and how you interact with your fans and followers, your social media activity can have a significant impact on your firm's revenue potential and client retention goals. To stay competitive, you need:

- A strong social media presence
- Engaging content written by tax and accounting experts
- A user-friendly, multi-channel publishing platform
- Strategy guidance
- Tips and continuous training
- Performance metrics and analytics



80%

of potential professional services clients use social media to research firms (CPA Trendlines)



145 minutes per day

The average daily social media usage of internet users worldwide (Statista Research Department)

Checkpoint Marketing for Firms offers all of this through our Social Media Solutions program.

Social Media Solutions helps enhance your social media strategy by equipping you with a market-leading social media platform, relevant and timely content posts, training resources, best practice aids, and comprehensive metrics to analyze and track your results.

Whether you are new to social media and just beginning to establish an initial presence or are well versed in the social media landscape, our comprehensive solutions arm you with the tools and resources to build, grow, and expand your online reputation, visibility, and opportunities.

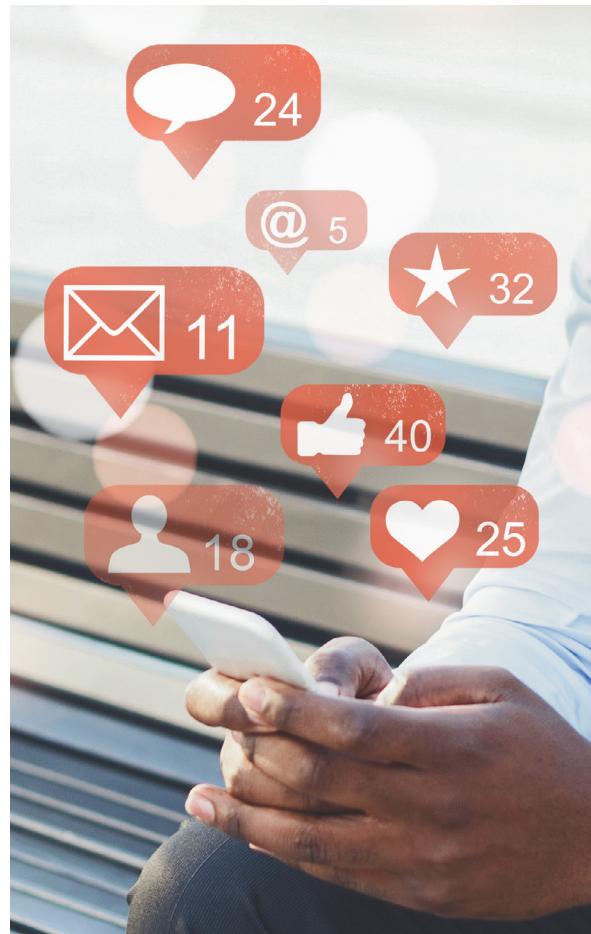


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Content

Sourcing or writing relevant articles that will be successful on social media networks takes time and resources. Checkpoint Marketing for Firms Social Media Solutions offers many content options that are available separately or packaged together with the Social Media Manager.

- **Social Media Briefs:** Presented in formats designed specifically for social media, these weekly or bi-weekly posts are available in a variety of topical categories, including individual tax, small business tax, estate planning, business valuation, fraud, not-for-profit, construction, manufacturing, accounting and audit, and more. Mix and match the topics that best showcase your firm's areas of expertise. Increase engagement with stand-alone posts that include engaging images or drive traffic to the full-length article on your website with links built into your posts. Additionally, you can send this content in newsletters and email campaigns.
- **Social Media Federal Tax Posts:** Share timely tax developments as they unfold. Choose from 10 to 15 federal tax posts with late-breaking information, formatted for social media with images. Maximize engagement on your social media profiles and highlight your role as a trusted advisor with topics ranging from IRS announcements to tax minimization tips, court case rulings, new tax laws, and updates on pending legislation.
- **Social Media Infographics and Fun Facts:** Increase your firm's visibility in busy newsfeeds and improve engagement with 52 beautifully designed, ready-to-post visuals for social media, delivered once weekly. An annual subscription includes infographics, lists, and trivia on tax, accounting, business, and finance topics including unusual state and federal tax laws, FAQs, stats, historical insights, and more.
- **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. 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.



Social Media Manager

More than a content sharing platform, the Social Media Manager allows you to monitor your firm's reputation, gather comprehensive analytics on your social media engagement, access trending topics, and stay connected to your clients and prospects – all while publishing quickly and easily to your most influential social media sites.

Strategy Guidance and Training

We will help you define key performance indicators needed to reach your objectives. Our experts will keep you informed of best practices and leading-edge industry insights with our continuous training programs. We also offer hands-on Social Media Manager implementation and training to help you navigate the tool with ease and monitor your overall performance.

Visit tax.tr.com/socialmediasolutions

Please call **800-431-9025** for more detailed information about our Social Media Solutions and other content solutions.