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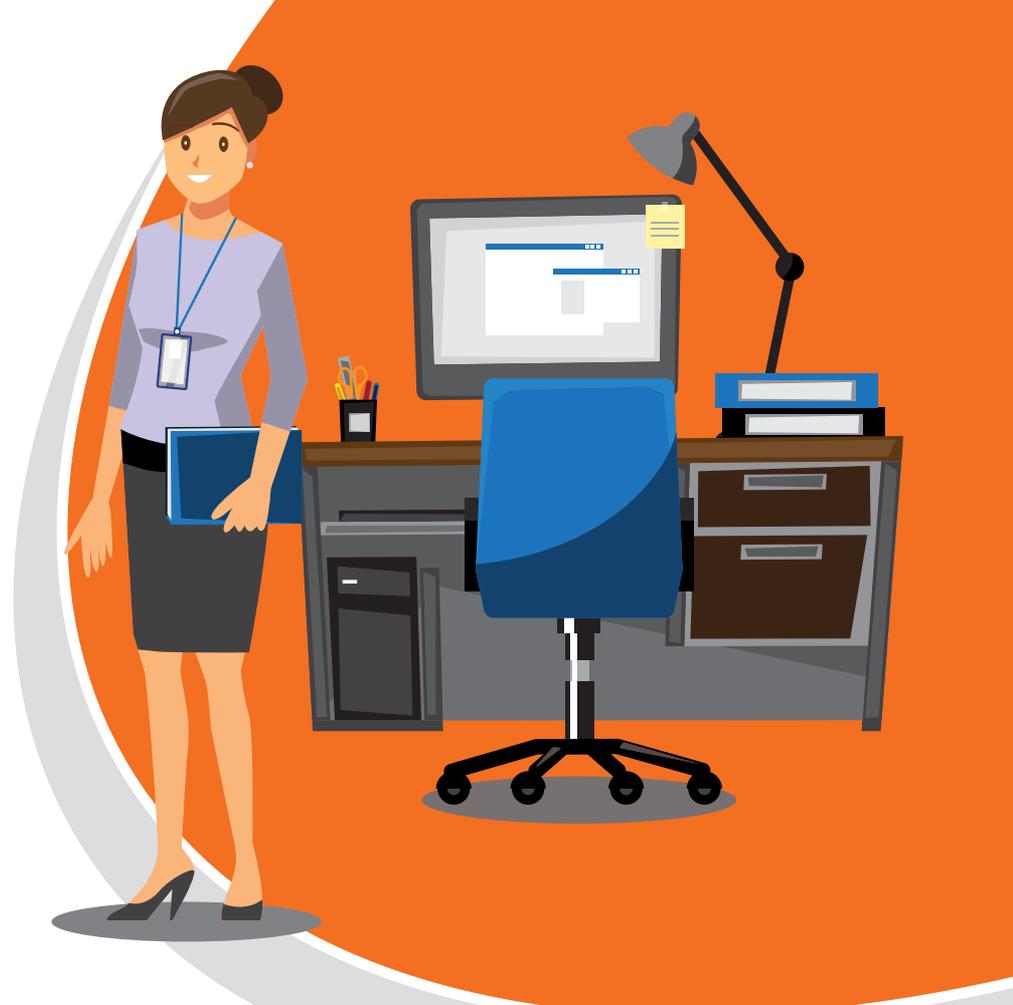
# Checkpoint® Marketing for Firms Social Media Solutions

Jane gets results

## This is the story of Jane Stewart.

Jane is a partner at a small accounting firm. Her days are busy and long. She arrives at the office at 8 a.m. to see that the red light on her phone is blinking. Only five new messages — not too bad for a Wednesday. She scans her overflowing inbox quickly, coffee in hand, responding to emails that require only a short reply and jotting down a few notes for the ones that she will revisit after looking into a client's file or doing some additional research.

Jane's calendar reminds her that she has three back-to-back client meetings starting at 9:30 a.m. She has just enough time to check a few industry news sources before preparing for her first meeting.





## It's not easy retaining and acquiring clients in the information age.

Jane has worked as a CPA for over 20 years. Over that time, she's seen a lot of changes in technology that have completely revolutionized the way the world works. While she is now able to get far more accomplished in a day than she could 20 years ago, that doesn't mean her workday is any shorter — it just means the expectations are higher. Regulations are changing all the time, and it's her responsibility to keep up.

Clients expect almost instant answers to their questions, and **they expect her to be the trusted advisor that provides those answers.** If she doesn't have the answer on hand, they just might turn to the internet — or to another practitioner that does. No one wants to have to wait.

**There's also a lot more competition than there used to be.**

Or maybe the competition is just much more visible. Clients don't just walk into their local accounting firm's office anymore. Everyone searches online first. But having a strong online business presence has its share of challenges.

It's not enough to just have a website. You have to maintain your website and keep it up to date with fresh content. You have to know what people are saying about your firm.





Jane's social media feeds are filled with industry leaders discussing the latest breaking news, analyzing recent legislative changes or sharing funny, relatable memes.

**Jane wonders how accounting leaders find the time to create these posts every day.**

She assumes they must have a marketing team, but her firm just doesn't have the money for a dedicated marketing staff. Sometimes she tries to create a few posts herself, but she's never able to spend enough time to maintain a consistent presence or build up a strong following.

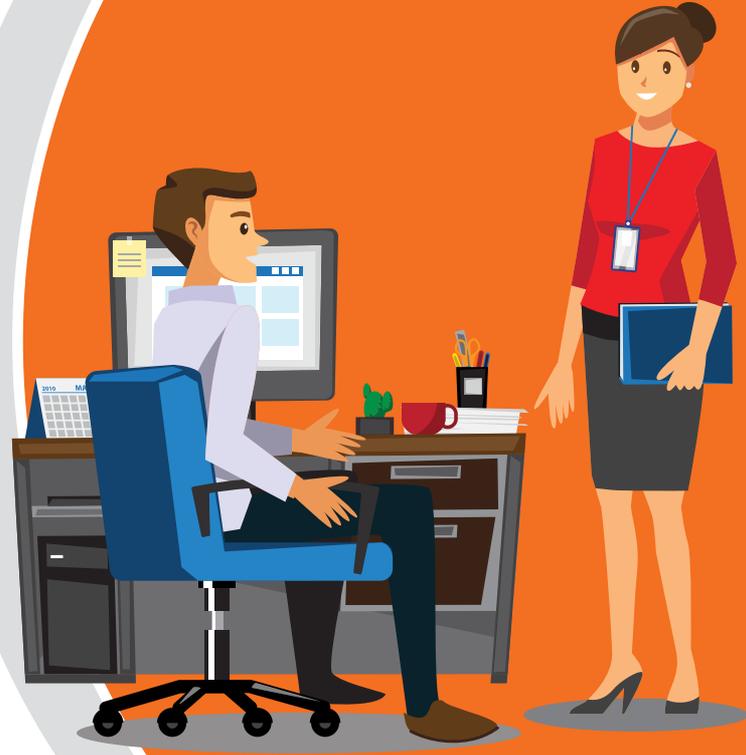
It often seems like her efforts aren't making a difference, so she's considered giving up on social media altogether.

## Then something happens that changes everything.

It's a new day, and Jane is sifting through her emails when an email from Checkpoint® Marketing for Firms catches her eye.

The email highlights Social Media Solutions, a program that includes pre-written, ready-to-post content in a variety of topical areas as well as a platform that will publish to multiple social media accounts while monitoring mentions of your firm and tracking the success of your marketing efforts.

The price point is reasonable and fits into her firm's modest marketing budget, so, after getting buy-in from the other partners, Jane decides to give it a try.



## Jane gets social.

Once Jane selects her package, she begins to set up campaigns with the Social Media Manager and is surprised at how easy it is to schedule posts and customize content.

She pre-schedules several Social Media Briefs to publish from the firm's Facebook and LinkedIn accounts and drive traffic to her firm's website. She also sets up a few Social Media Federal Tax Posts to publish on Twitter. To give her clients an educational, yet entertaining diversion in their newsfeeds, she publishes a fun fact from her new Infographics and Fun Facts subscription. In no time, her firm has gone from having next to no digital marketing to having a robust online marketing presence.



## Then Jane starts to notice something else: RESULTS.

The firm's followers start to increase and clients begin interacting with posts by liking, commenting, and sharing. Despite this increase in activity, Jane finds it easy to keep up because the Social Media Manager allows her to see and respond to new comments all from one place.

Equipped with the strategic tools and insights Social Media Solutions provides, she is able to take a more strategic approach to marketing and continue to grow her firm's online audience and reach.





This results in more visibility for Jane’s firm — and, ultimately, new clients. Eventually, Jane gets used to hearing “I heard about you online” when she meets a potential client for the first time. And she smiles, knowing that she’s made the right decision in enhancing her firm’s digital presence.

Does this sound familiar?

It is possible to keep up in the information age — all it takes is the right resources. Find out how to revolutionize your firm’s social media marketing presence.

**For more information or to speak with a marketing specialist, visit [tax.tr.com/socialmediasolutions](http://tax.tr.com/socialmediasolutions) or call 800 431 9025.**



## Position your firm for stronger client relationships and scalable growth.

With Checkpoint Marketing for Firms Social Media Solutions, you can:

- Satisfy today's information hunger in real time without putting a strain on your firm's resources.
- Maintain an active online presence and publish content as frequently as daily without having to hire a full-scale marketing team.
- Access professional content that will resonate with your audience without having to spend time vetting sources or writing content yourself.
- Open up new communication channels and have the online presence necessary to compete in a changing marketplace.
- Better connect with clients, prospects, and recruits in a way they will value.
- Provide regular guidance on all aspects of clients' financial lives.



## Maximize your social media influence

Enhance your social media strategy with a market-leading platform, relevant and timely content posts and the aids and comprehensive metrics to analyze and track results.

- Content written specifically for online consumption is offered in several different formats and topical areas — available separately or packaged together for use on social media, your website and blog, or through email.
- News is delivered to you in the form of late-breaking legislative and regulatory updates, tax articles, or industry insights that you can share with your clients daily, weekly, or as needed.
- Strategy has never been easier with our expert guidance and continuous training.
- Metrics are only a keystroke away in the Social Media Manager and are also offered through quarterly reviews with your Marketing Specialist.

## Checkpoint® Marketing for Firms Social Media Solutions

### Ask us about:

- Social Media Briefs
  - Individual tax
  - Small business tax
  - Business
  - Estate planning
  - Employer
  - Audit and accounting
  - Non-profit
  - Business valuation
  - Fraud
  - Construction
  - Manufacturing
- Social media federal tax posts
- Social media infographics and fun facts
- Social media manager
- Emerging tax and regulation alerts

### Learn more:

[tax.tr.com/socialmediasolutions](http://tax.tr.com/socialmediasolutions)

800 431 9025

## Checkpoint Marketing for Firms

Checkpoint Marketing for Firms provides innovative content marketing services and resources that will help your firm thrive — including Social Media Solutions. Our customizable, attention-grabbing newsletters, communications, and thought leadership content make it easy to connect with clients, reinforce your brand, and ensure the best return on marketing investment.

## CONTACT US...

For more information, visit [tax.tr.com/checkpointmarketing](https://tax.tr.com/checkpointmarketing) or call 800 431 9025.

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### About Checkpoint®

Thomson Reuters Checkpoint tackles market disruption through integrated research, editorial insight, productivity tools, online learning, and news updates along with intelligent links to related content and software. It is relied on by hundreds of thousands of tax and accounting professionals and counts among its customers 97 of the Top 100 US law firms, 99 of the Fortune 100 companies, and all of the top 100 US CPA firms.

