

Why does social media matter to my accounting firm?

Checkpoint® Marketing for Firms

Social Media Solutions

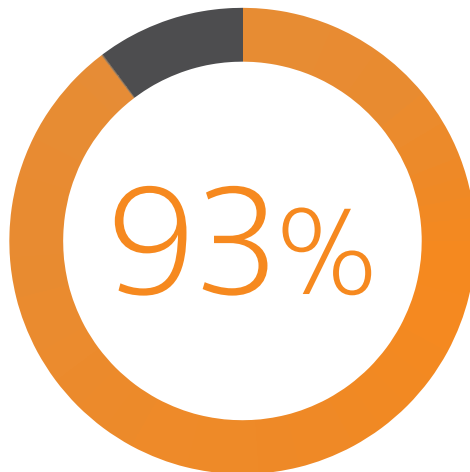
Content. News. Strategy. Metrics.



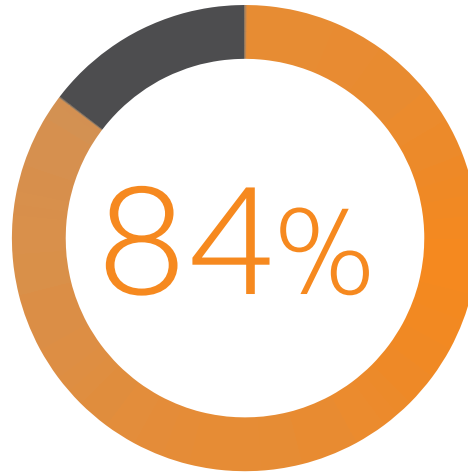
Introduction

Why Social Media?

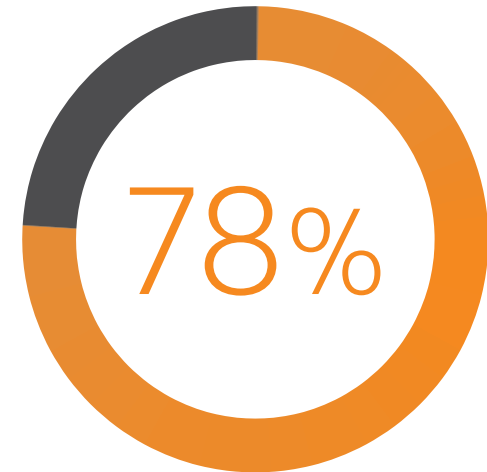
The world around us is changing, and the nature of how business is done in tax, accounting and elsewhere is changing right along with it. Today's conversations, research and buying decisions take place online, which means social media marketing is no longer optional — it's necessary.




93% of business buyers believe all companies should be on social media platforms.¹



84% of CEOs and VPs use social media to help make purchasing decisions.²



 78% of small businesses attract new customers through social media.³

Tweet this!

¹ Jeff Bullas

² IDC Research, Inc.

³ Relevanza, "Research, Studies Point to GooglePlus, SoLoMo"

The Facts About Social Media

By the Numbers

73%

73% of Americans have at least one social media profile — a **48% increase** in the last five years.¹

90%

90% of young adults ages 18 – 29 use social media, and a third of millennials say social media is one of their preferred channels for communicating with businesses.²

79%

The fastest growing demographic on Twitter is the 55 – 64 year old age bracket. **That's a growth of 79% since 2012.**³

5X

23% of Facebook users check their account **at least five times a day**. In fact, one out of every seven online minutes is spent on Facebook.³

25m

25 million LinkedIn profiles are viewed every day.⁴

2.5b

The number of worldwide social media users is expected to reach **2.5 billion** by 2018.²

f

If Facebook were a country, **it would be the most populous nation on earth.**⁵

¹ Forbes, "How Businesses Should Be Using Social Media in 2015"

² Pew Research Center, "47 Superb Social Media Marketing Stats and Facts"

³ Search Engine Journal, "25 Insane Social Media Facts"

⁴ Jeff Bullas

⁵ Huffington Post, "Facebook Is Now Bigger Than The Largest Country On Earth"



Getting Started With Social Media

As with any endeavor, social media marketing starts with a plan.

Begin by taking a look at what you want to accomplish with your overall marketing goals. Align your social strategies with all other marketing strategies for maximum effect. Determine where social media fits into your short- and long-term marketing plans.

Your plan should include an audit of where your accounts are today (if you already have them set up), goals for where you want them to be in the near future and all the tools you want to use to get there.

When identifying objectives, make sure that they are S.M.A.R.T.¹ goals.



S **Specific** — what exact area needs improvement?



M **Measurable** — how will progress be quantified?



A **Assignable** — who will do it?



R **Realistic** — what results can be achieved with available resources?



T **Time-Related** — when will the results be achieved?



Use social media listening to distinguish your firm from competitors by appealing to clients in a new, fresh way.

[Tweet this!](#)



Consider including location-based marketing in your social media marketing plan. Send targeted content to local residents and businesses. Offer loyalty rewards to clients who check in on social media when they visit your office or speak to one of your firm's associates.

¹ George T. Doran, "There's a S.M.A.R.T. Way to Write Management's Goals and Objectives"

Ask questions as you develop a plan.



Perhaps you'd just like your firm to be seen as a thought leader that followers look to for breaking industry news and expert perspectives.

All of these are some of the outcomes you may want to consider in creating your plan.



Social media is the 2nd most effective digital marketing tactic for customer retention purposes, behind only email. @thenextweb

[Tweet this!](#)



Strive for loyalty, not viral engagement. Think of social media relationships as real-life relationships: they take time to form and solidify. Maintain a human voice in your posts. Maximize interactive content — host a live Q&A to answer frequently asked questions, post quizzes or polls to engage followers and share personal news and professional accomplishments achieved by your staff.

Make good use of your time and resources.

Identify what social media networks are most commonly used by your target demographic and which lend themselves best to your industry.

While Pinterest might make sense for a bakery and Instagram might work well for clothing and lifestyle brands, they may not be the best options for the accounting profession. Identify which networks are the most relevant to your target market.



DID YOU KNOW that more than 30% of the US population gets its daily news on Facebook?¹

Consider the implications of sharing timely news and tips on this popular network.



"Social media is not just an activity. It is an investment of valuable time and resources." via @2morrowknight

[Tweet this!](#)

¹Pew Research Center



Once you've determined your social channels, create an Editorial Calendar to help you leverage existing content. There is no need to start from scratch just because you're embarking on a new marketing path. Map out events, newsletter articles, tax tips, blog posts, community events, achievements and other items of interest to your followers. Incorporate photos to maximize engagement.



Adopt Best Practices

Learn from those who have paved the way before you.



Personalize the content you provide.



Provide value and expertise.



Use data and analytics.



Reach quality followers over quantity.



Plan your posts in advance.



Post interactive content.



Utilize engaging imagery.



Respond swiftly to comments.



Monitor your reputation closely.



Content with relevant images gets 94% more views than content without relevant images.¹

Tweet this!

Lead Generation and Analytics

When used effectively, social media can be a lead generation tool that supplements your marketing arsenal.

Google's current page rank algorithm increases the weight and importance of social activity when determining the page rank of your website, microsite and blog. Social media can be a tremendous source for new business.

When you Google your name, what comes up? Most likely, your LinkedIn profile name comes up first in the search results.

The same happens when your firm has multiple social media accounts. The more online properties you have, the easier it is for people to find your firm.



DID YOU KNOW that LinkedIn sends nearly four times more people to your website than Twitter and Facebook?

The three most popular types of content on LinkedIn are industry insights (favored by 60% of users), followed by company news (53%) and new products/services (43%).¹



65% of B2B companies have acquired a customer through LinkedIn.²

[Tweet this!](#)

¹ Buffer Social

² LinkedIn, "The Sophisticated Marketer's Guide to LinkedIn"



Use Google Analytics to track conversions on click activity from your social sites to your firm's website. You may be surprised at how many referrals your website receives from social media platforms. This will help you identify which campaigns are working and which need some tweaking as you grow your social presence.

Next Steps You Can Take Now

Are you wondering how to begin?

Here are some starting points:



Set up accounts on Facebook, LinkedIn and Twitter for your firm.



Start following and connecting with your clients and friends of the firm.



Begin sharing your thoughts on topics that matter to you and your audience.



Grow your networks.

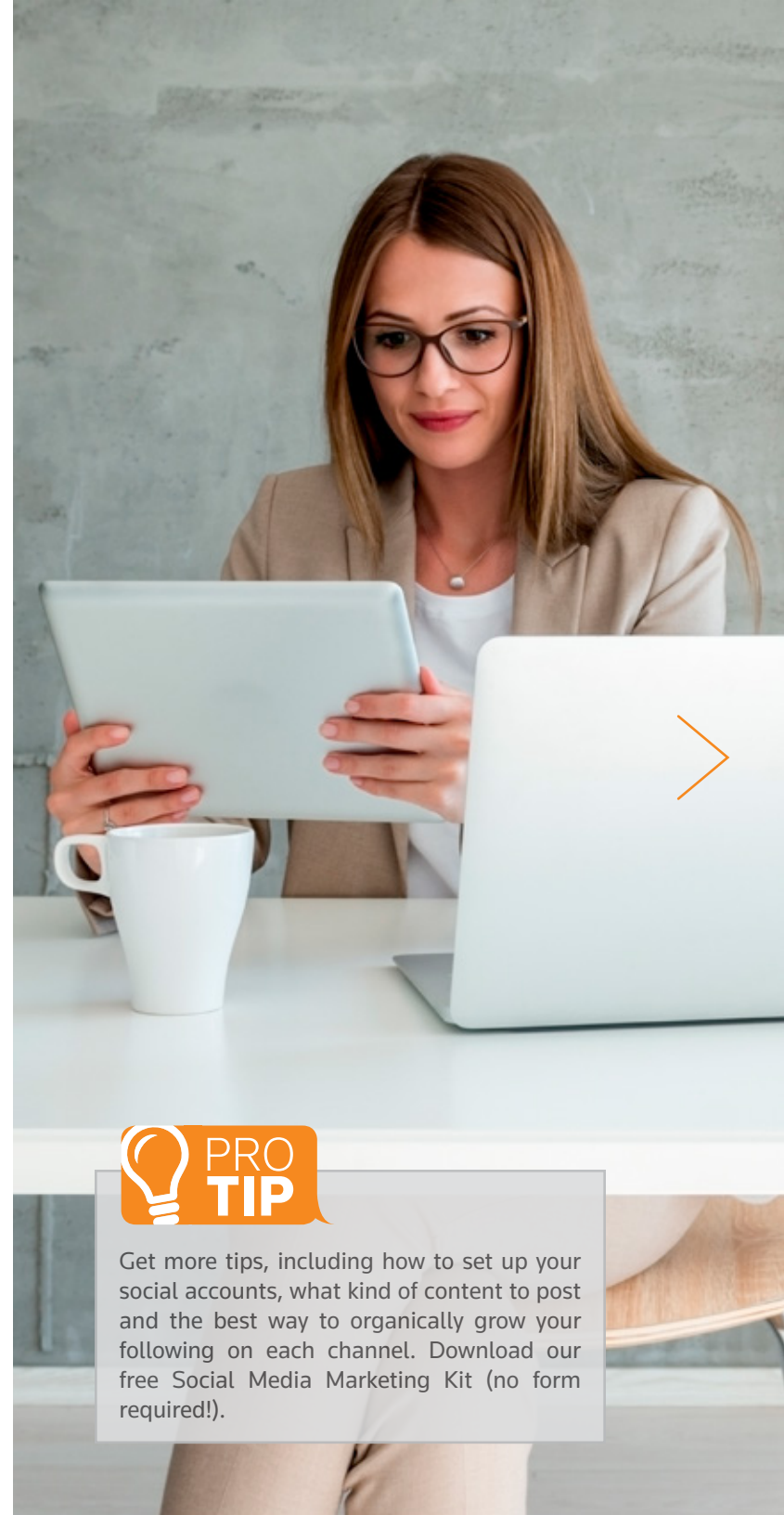


You are almost 5X more likely to schedule a first meeting with a prospect if you are connected on LinkedIn.

[Tweet this!](#)



Get more tips, including how to set up your social accounts, what kind of content to post and the best way to organically grow your following on each channel. Download our free Social Media Marketing Kit (no form required!).





Did You Know?

10 fascinating stats about social media.

People only remember 10% of information they hear three days later, but they retain 65% of the information if it is paired with a relevant image.¹

1

2

Visual content is more than 40 times more likely to get shared on social media than other types of content.²

Facebook posts with images see 2.3 times more engagement than those without images.³

3

4

21% of all social media referral traffic to websites is attributed to Facebook.⁴

After being inspired by Flickr and the five-character length of American SMS short codes, the original name for Twitter was twttr. Other options were Twitch, Smssy and Friendstalker.⁵

5

6

People aged 55 – 64 are more than twice as likely to engage with branded content than those 28 or younger.⁶

Tweets with images received 150% more retweets than tweets without images.⁷

7

8

77% of Twitter users feel more positive about a brand when their Tweet has been replied to.⁸

Nearly two-thirds (65%) of B2B companies have acquired a customer through LinkedIn.⁹

9

10

To optimize reach, post at least 20 times per month up to three to four times per day, depending on how much relevant content you have to share.¹⁰

¹ LifeLearn, "Why Infographics Work"

² Buffer Social, "9 Informative Infographics to Guide Your Visual Content Marketing"

³ Buzzsumo, "How to Massively Boost Your Blog Traffic with These 5 Awesome Image Stats"

⁴ TechCrunch, "The Most Important Insights From Mary Meeker's Internet Trends Report"

⁵ Search Engine Journal

⁶ Social Media Today, "Six Myths About Social Sharing"

⁷ Kissmetrics, "Why You Need to Start Creating Visual Content"

⁸ Twitter Research Analyst

⁹ Ber-Art, "Which Social Media Platforms are the Best for Your Business?"

¹⁰ BufferSocial, "7 Essential LinkedIn Marketing Stats"

Social Media is Critical to Continuity

Social media must be a core component of any marketing strategy.

Not only is it important for accounting firms to keep up with the current marketing trends, but it's equally important for you to look ahead at what's coming next as more millennials enter the profession.

Building and maintaining a strong social media presence takes strategy, patience and the right tools. If you don't know where to start, we can help.

34% of marketers use Twitter to successfully generate leads.¹ Your competitors are likely on social media. You should be, too.



"The best marketing doesn't feel like marketing." – @tomfishburne

[Tweet this!](#)

¹ Jeff Bullas

About Us

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

Content. News. Strategy. Metrics.

Thomson Reuters Checkpoint Marketing for Firms Social Media Solutions is a package of social media marketing resources designed specifically for accountants.

Whether you're just starting out, are a social media guru or are somewhere in between, we have the resources you need to take your social media marketing to the next level.

Our offerings include Social Media Briefs — fresh content formatted for social media, Social Media Federal Tax Posts — publishable news updates to keep your followers informed and our Social Media Manager — a digital platform that allows you to publish posts to all your accounts and track success from one place.

Subscribe to all our solutions or mix and match to build a package that perfectly fits your accounting firm's needs.

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