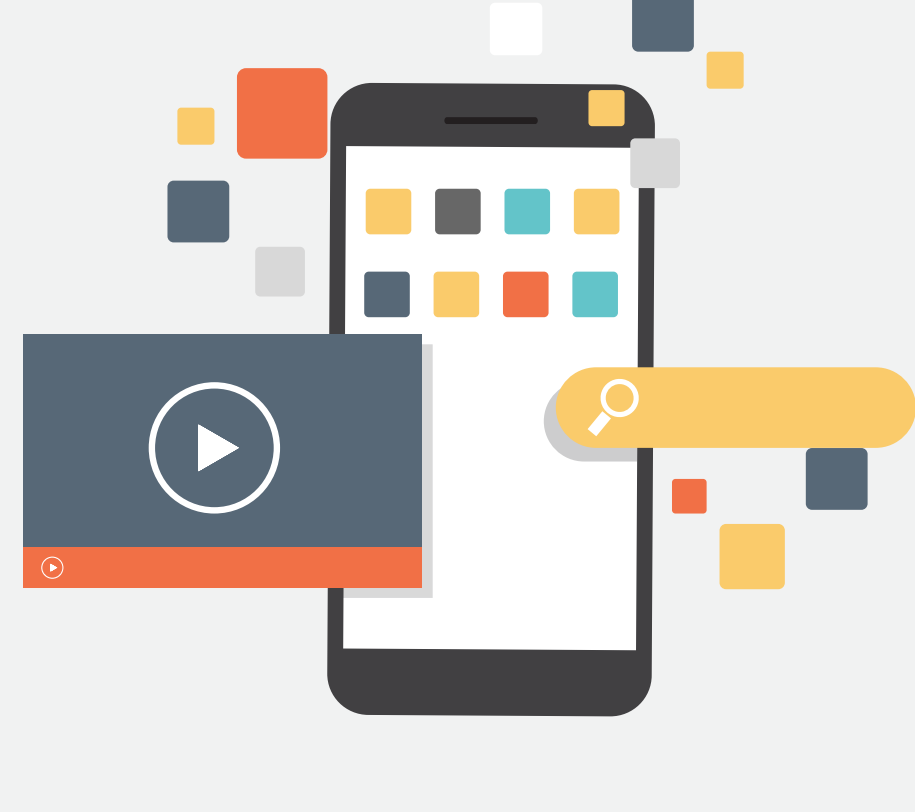


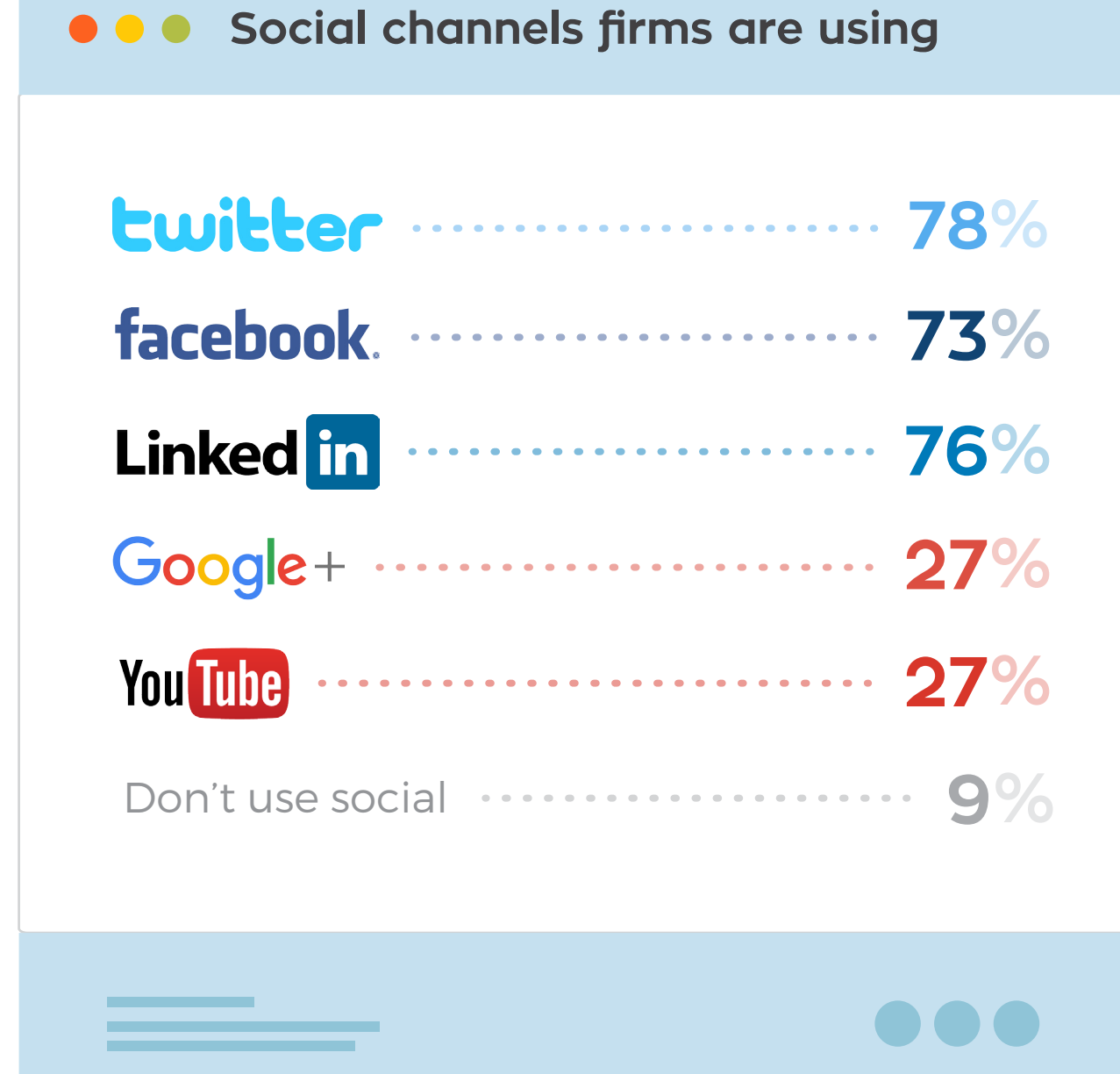
Social Media within ACCOUNTING FIRMS



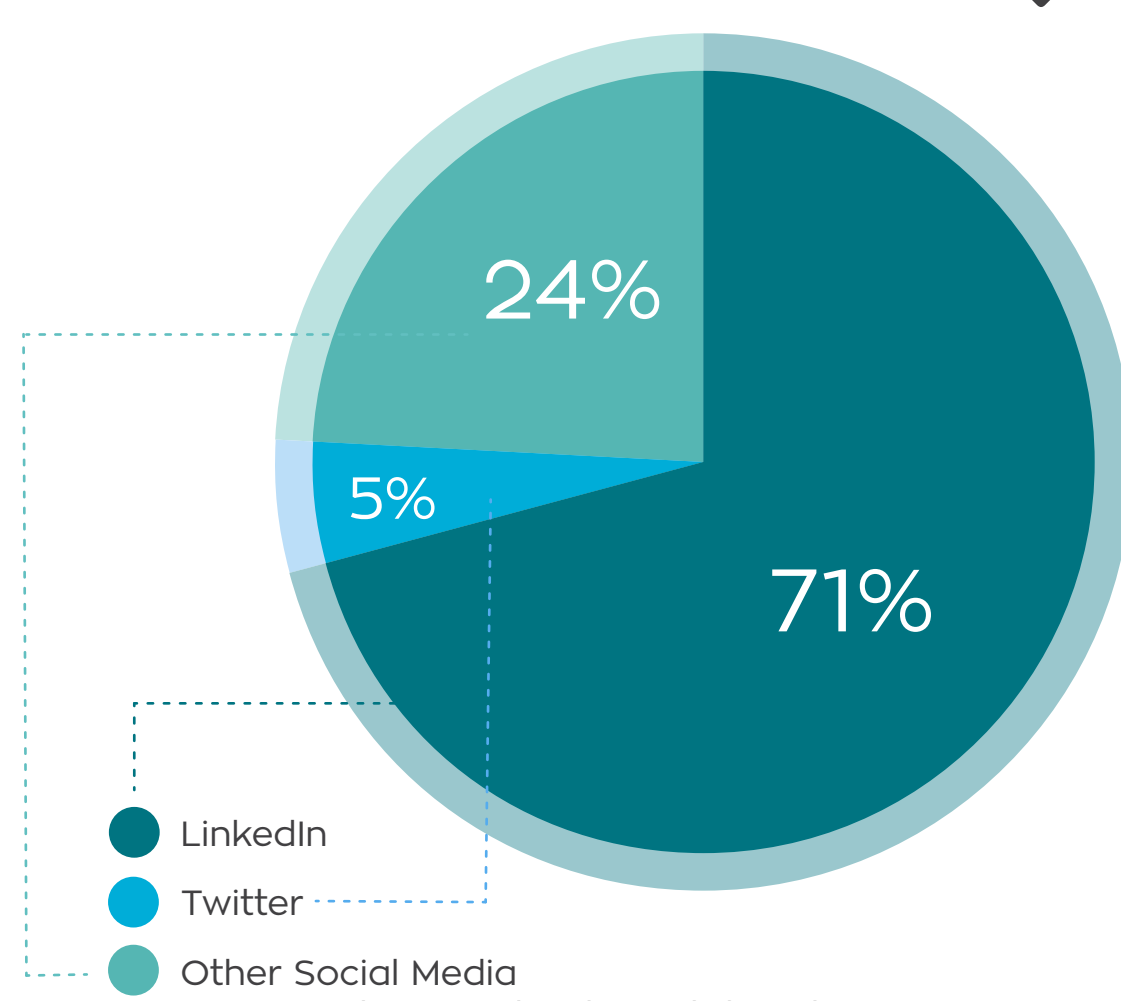
How social media is used within accounting firms to generate business awareness.

It's more than likely your clients and prospects are on social media. Take a look at how other firms are reacting to this opportunity.

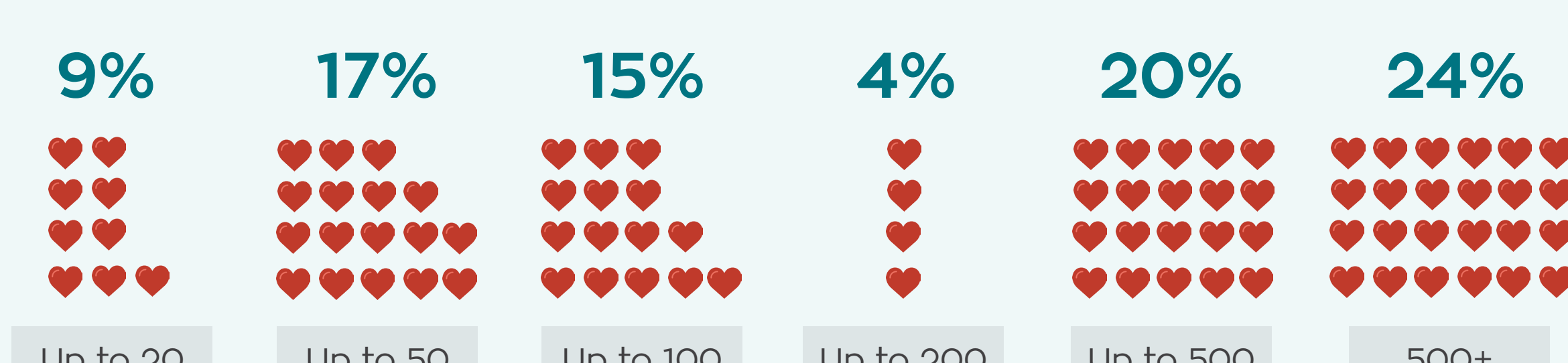
DO ACCOUNTING FIRMS USE SOCIAL MEDIA?



Social channels used by accounting and financial services buyers

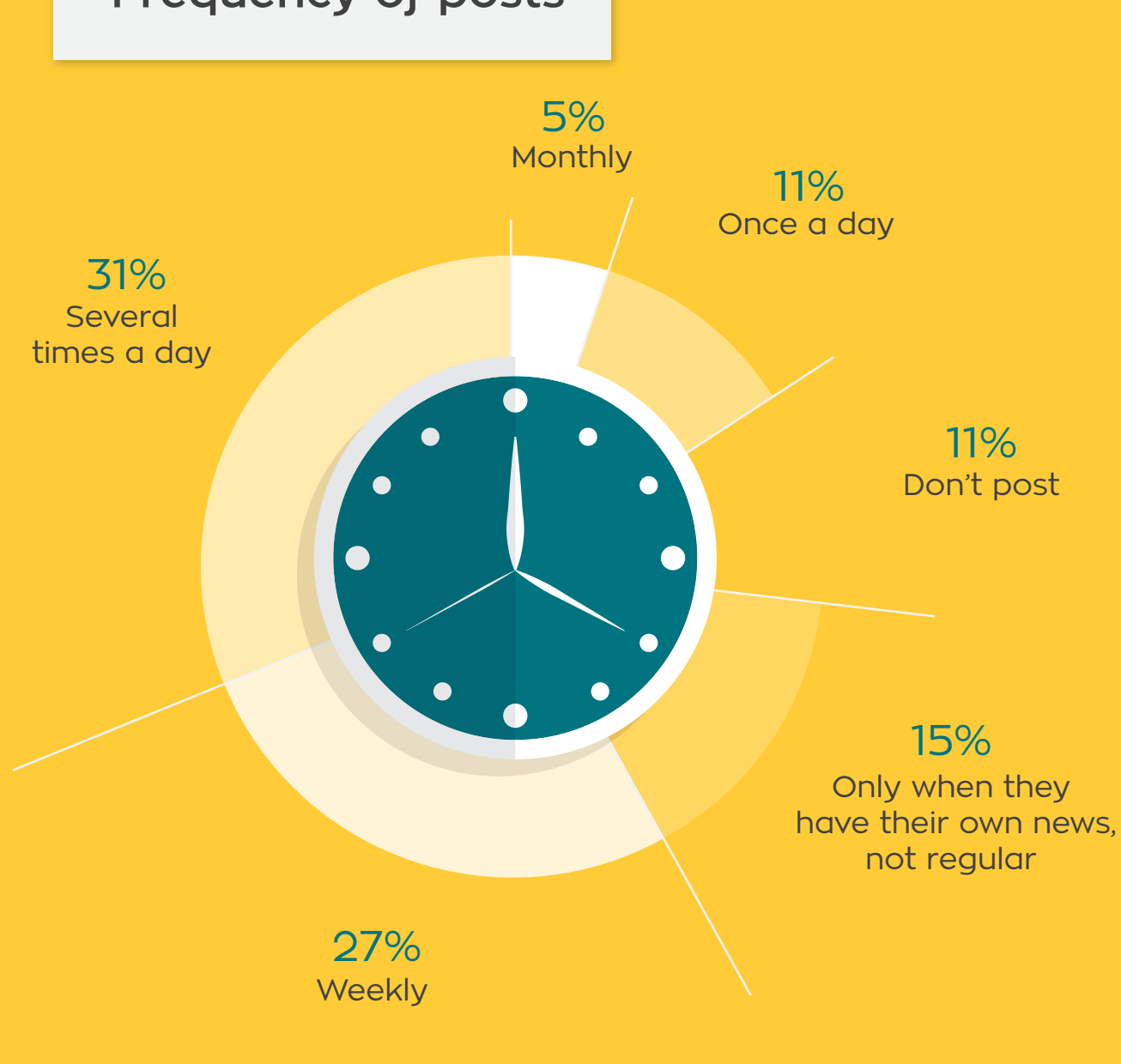


Number of followers/likes on the firm's most popular social channel



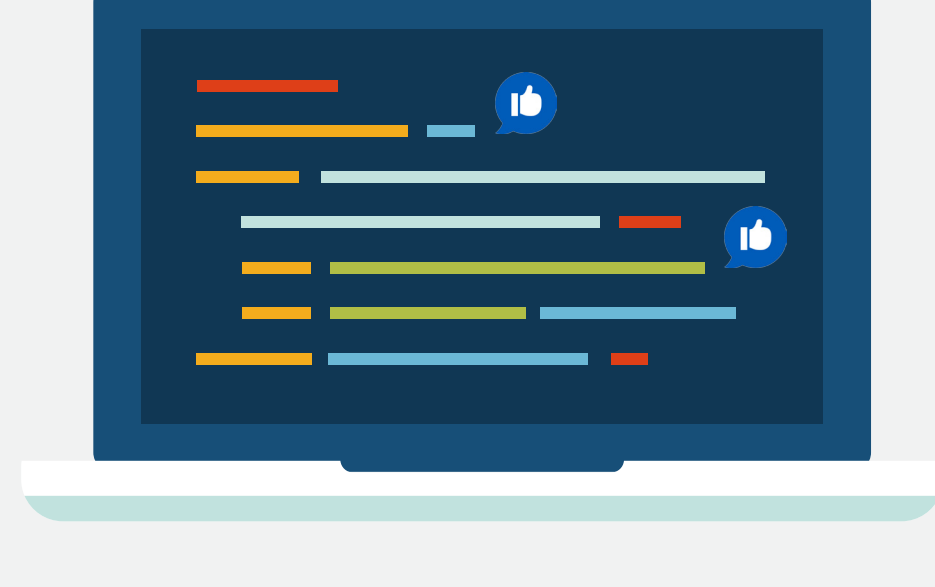
HOW ACTIVE ARE ACCOUNTING FIRMS ON SOCIAL MEDIA?

Frequency of posts



Someone dedicated to social media?

- Yes, within the firm **51%**
- Yes, outsourced **5%**
- Both, within the firm and outsourced **9%**
- No **35%**



Firms get most engagement from:



The average person has 5 social media accounts and spends 1 hour and 40 minutes each day browsing these networks.

WHY DO ACCOUNTING FIRMS USE SOCIAL MEDIA?



Brand awareness

69%



Share info with clients

49%



Enhance discussions

35%



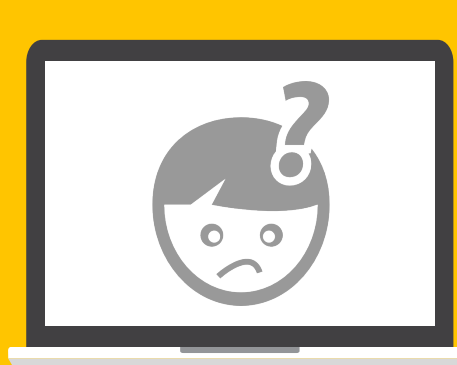
Target new clients

35%



Everyone says you should do it, not a huge focus

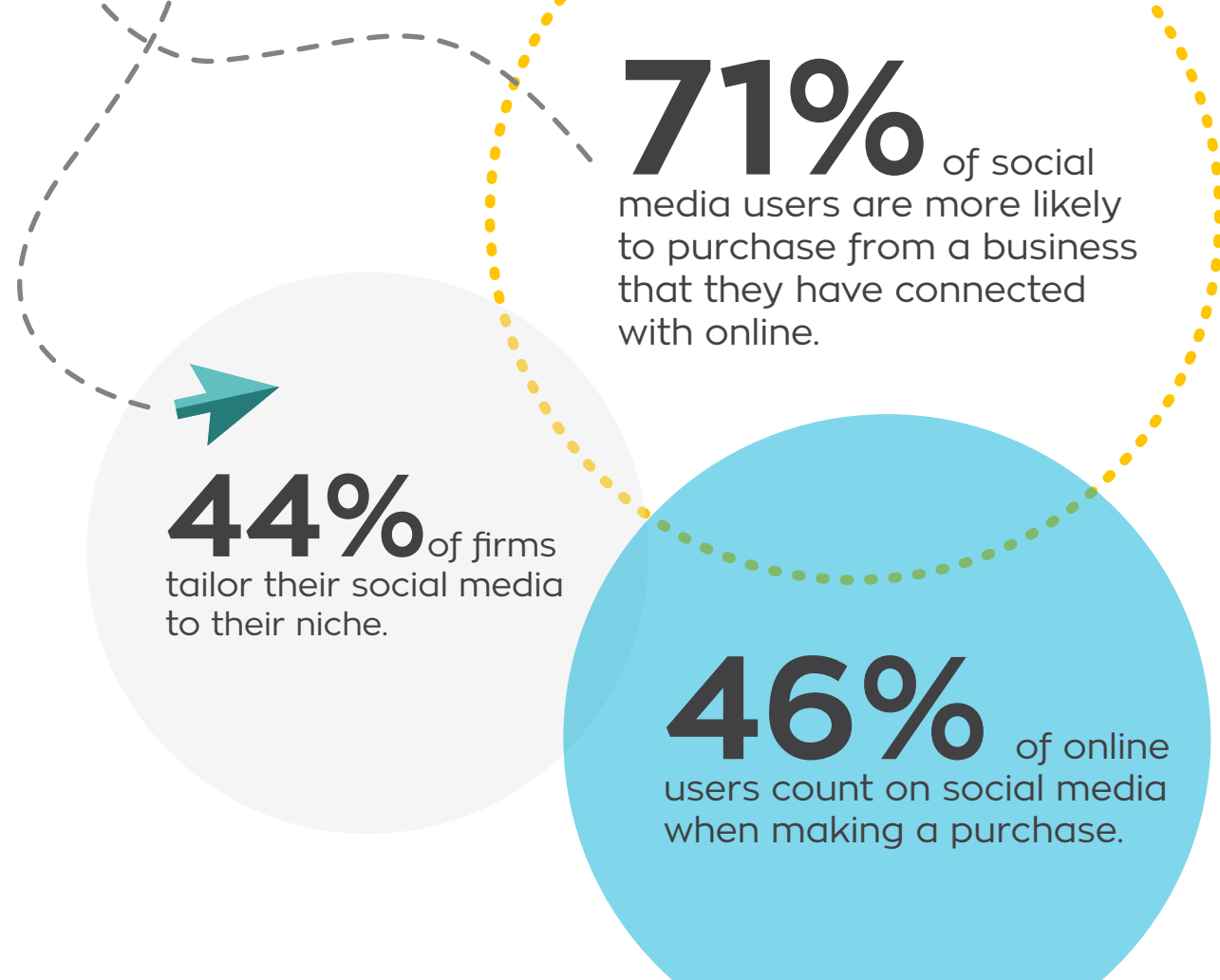
15%



Don't use it

11%

Do firms target prospective clients using social media?



WHAT ARE THE NEXT STEPS?

84% would like to learn to use social media for better lead generation.

What do buyers of accounting services value?

- Specialised skills and expertise **68%**
- Connections and network **42%**
- Help impacting the bottom line **21%**
- Accountant as trusted team member **13%**
- Quality of work produced **10%**



27% of clients think their accountant communicates poorly with them.



We are a creative agency working exclusively with accountants all over the world. We developed and deliver the **Social Marketer** exclusively for accountants to learn and use social media.

theprofitablefirm.com/social-marketer

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