

# Content Strategy for a growing CPA Firm



## The Problem

Client: A small CPA firm growing rapidly through acquisitions without a full-time Marketing Director.

- Website is through CPA Site Solutions, with no separate content pages to drive organic SEO or search engine page indexing
- Using outside company to deliver minimal SEO and listings
- Paying an outside company for social media posts that do not go to the Firm's website.
- No press releases or media visibility.



## The Solution

- Replaced outside social posting provider with JMK MarComm.
- JMK MarComm collaborated with current SEO provider and CPA Site Solutions website.
- Built a cost-effective content strategy using existing newsletter articles, JMK created separate articles within the limitation of the CPA Site Solutions platform then used those URLs to create and generate social media posts.
- Created consistent weekly social posts (focused on LinkedIn)
- Distribute press releases to industry and local news publications.



## The Results

- Ran 14 posts, increased LinkedIn followers 400% in three months.
- With one press release, gained a feature in Accounting Today's small firm roundup and a feature interview and article of managing partner in the local newspaper.
- Delayed expense of creating a new website by creatively using current website platform and available content subscription.

Let JMK MarComm do this for your business.  
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