



Advantages Of Social Media For Accounting Software Companies

Hello!

I am Marlee Yerkes

I graduated in May of 2022 with a Bachelors Degrees in Management with a Concentration in Entrepreneur Studies from Texas State University.

Today, I am a Digital Marketer & Social Media Manager here in Austin, Texas.

View my website at marleeyerkes.com



1

Why Social Media Is Important For Accounting Software Companies

Let's start with the first set of slides

A Strong Social Media Presence Allows You To...

- Increasing visibility
- Reach global audiences
- Stand out and showcase your specialty
- Build trust and transparency among your clients
- Generate the chance of more leads and more business

Amount Of Customers That Visit A Brand's Social Media Pages Before Visiting Its Website

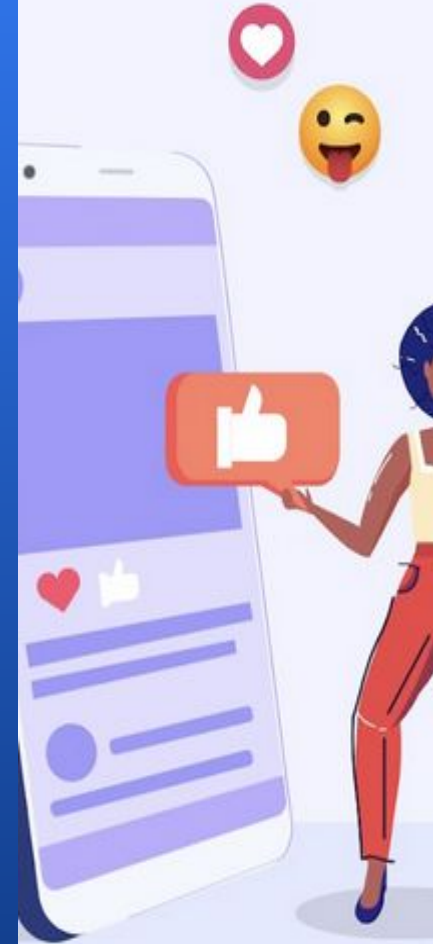


58%



“

A study by Hootsuite found that 42% of B2B businesses have acquired a customer through LinkedIn. There is no doubt that having a strong social media presence is essential for accounting firms to stay competitive and leverage a powerful lead generation tool.



Benefits of Investing In A Strong Social Media Strategy

- Increase Visibility
- Global Reach
- Become A Visible Player
- Show Your Best Self



The Importance Of Multiple Platforms



Advantages Of Different Platforms



A great platform for B2B marketing and thought leadership.



More effective for showcasing the firm's culture and values.



This platform allows you to access billions of potential customers from different age groups.



Allows you to build brand involvement & culture. Targets audiences from 18 years of age to 35 years of age.



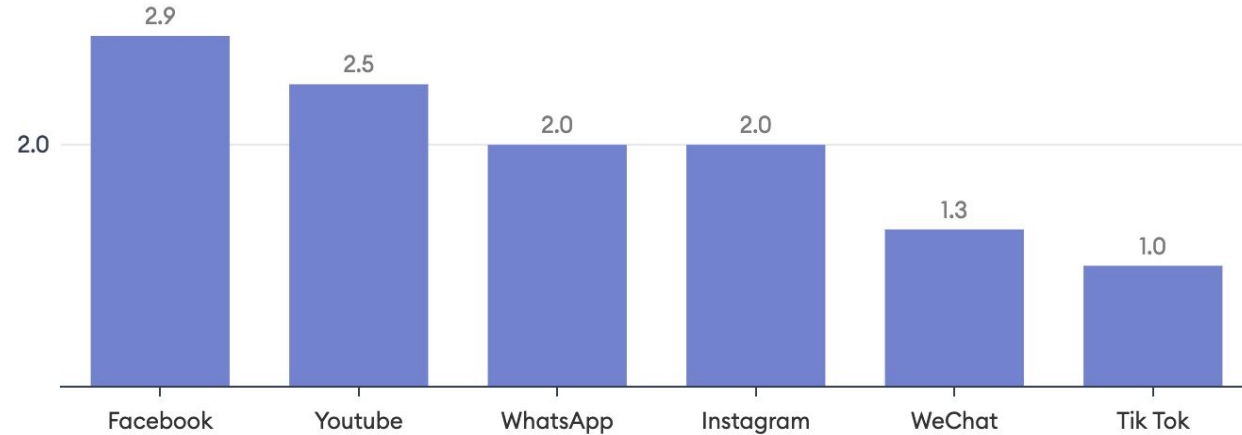
TikTok's main appeal comes from its unique format, which usually involves combining videos with different styles of music.



Statistics

Monthly Active Users by Social Media Platform (in millions)

Source: Statista



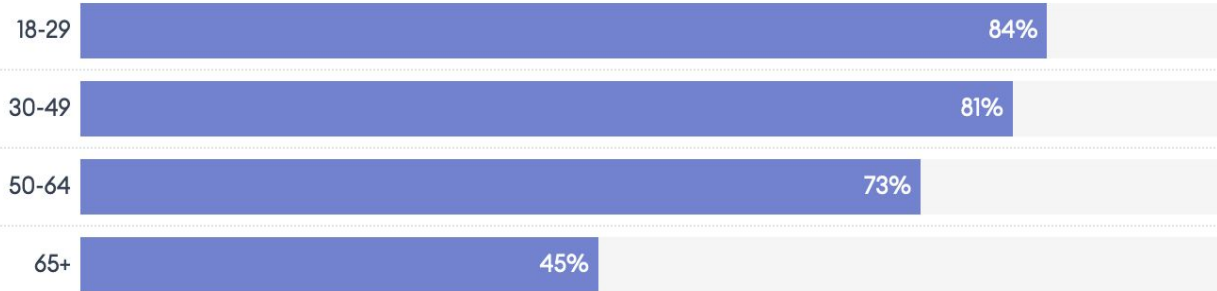
Source: Forbes Advisor • Embed

Forbes ADVISOR

Statistics

Percentage of each age group that uses at least one social media site

Source: PewResearch

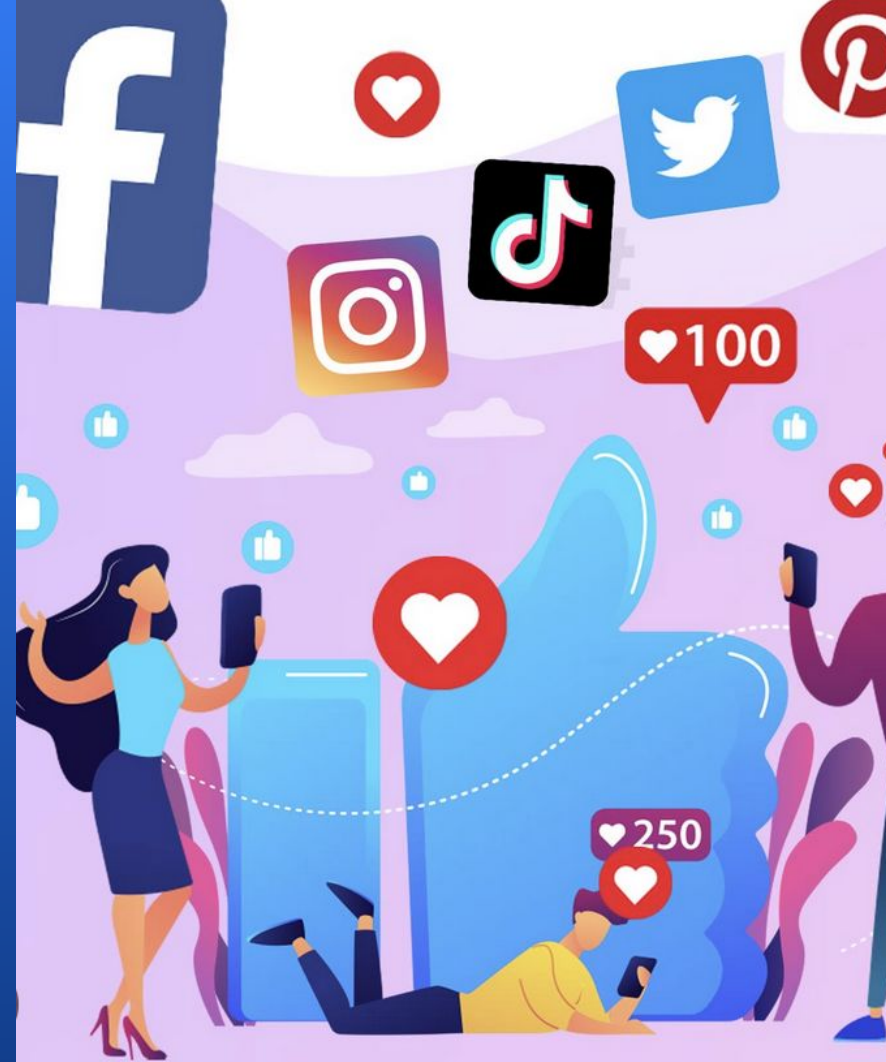


Source: Forbes Advisor • Embed

Forbes ADVISOR

Social Media Increases...

- Brand Awareness
- Accountability
- Trust
- Transparency
- Authenticity
- Credibility
- Visibility
- Revenues



My Services



About My Services

Social Media & Brand Strategist	Content Creation	Community Management
Influencer Partnerships	Crisis Management	Market Research
Analytics & Reporting	Advertising Campaigns	Trend Analysis
Graphic Design	SEO	Continuous Optimization



My Process

Identify company
goals and wanted
services.



Sign
marketing
agreement.



Begin optimizing your
business and revenues
(provide feedback &
insights).



Thanks!

Any questions?

You can find me at

- Website: marleeyerkes.com
- Email: marleeyerkes@yahoo.com



Credits

- <https://www.forbes.com/advisor/business/social-media-statistics/>
- <https://www.vintti.com/blog/why-your-accounting-firm-needs-a-strong-social-media-presence-to-stay-competitive/>
- <https://www.statista.com/statistics/194471/number-of-linkedin-users-usa/>
- <https://www.statista.com/topics/951/linkedin/#topicOverview>
- <https://business.instagram.com/>
- <https://influencemarketinghub.com/benefits-of-an-instagram-business-profile-and-how-to-switch-over/>
- <https://www.postplanner.com/top-10-benefits-facebook-business-page/>
- <https://www.forbes.com/sites/forbesbusinesscouncil/2022/12/09/why-businesses-benefit-from-being-on-tiktok/>
- <https://www.linkedin.com/pulse/7-benefits-using-linkedin-sarah-rycraft/>
- <https://business.twitter.com/en/basics/intro-twitter-for-business.html>
- <https://blog.hootsuite.com/how-to-use-twitter/>
- <https://business.twitter.com/en/basics.html>
- <https://sproutsocial.com/insights/benefits-of-twitter/>