

REMEMBER  
THAT THE BEST CONTENT  
IS TARGETED TO  
A PARTICULAR TYPE  
OF PERSON OR MARKET.  
DON'T BE GENERIC.

# 27 CONTENT IDEAS FOR YOUR ACCOUNTANCY FIRM

-  **EBOOK**  
Topics could include credit control, payroll, budgeting, management accounts...
-  **A TEMPLATE TO DOWNLOAD**  
Business one page plan, cash flow forecast
-  **DIAGNOSTIC OR QUESTIONNAIRE**  
Tax diagnostic, personal goals questionnaire, client satisfaction survey
-  **LIVE EVENT OR SEMINAR**  
Choose a topic relevant to your target market
-  **WEBINAR OR ONLINE EVENT**  
Be the guest presenter yourself, to build trust
-  **WEBINAR RECORDING/REPLAY**  
Make sure to record your live webinars and share them afterwards
-  **ONLINE TRAINING SESSION**  
Keep it short and sweet - less than 10 minutes
-  **INDUSTRY GUIDE**  
Veterinarians, dentists, property owners...what's your focus?
-  **BENCHMARKING GUIDE**  
Sample benchmarkin report, or focus on a particular industry
-  **LEAFLET OR BROCHURE**  
Be careful with these. If it's a generic practice leaflet, don't expect much.
-  **FACTSHEET**  
Don't just buy these in - edit it for your firm or industry focus
-  **BOOK REVIEW**  
Choose a book of interest to your target market

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### INDUSTRY-SPECIFIC TIPS

Inheritance tax, property owners, creative agencies...

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### ISSUE-SPECIFIC TIPS

Starting a business, selling a business, hiring new employees

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### APP DOWNLOAD

Remember, make it specific. Don't just buy in a generic app

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### DEMONSTRATION

Have someone on your team to do the presenting, so it's unique to you

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### FREQUENTLY ASKED QUESTIONS (FAQ's)

Ask your team or jot down the ones you're always being asked

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### SHOULD ASK QUESTIONS (SAQ's)

The questions your clients or prospects should ask, but don't

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### CHECKLIST

Items to do before a particular event (changing company type, firing staff, etc)

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### INFOGRAPHIC

Do your research. What are the stats for a particular issue or market?

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### INTERVIEW WITH THE EXPERT

Be the expert yourself, or get a colleague or guest speaker

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### QUOTE SUMMARY

Summarise key quotes related to a particular topic or issue

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### INTERVIEW WITH A CLIENT

Identify a client for whom you delivered powerful results, and talk about it

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### PRODUCT REVIEW

Your thoughts on cloud accounting, payroll systems, computer equipment...

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### TOP TRENDS

Identify trends in your chosen industry or market

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### HOLIDAY FEATURE

Use an national or international holiday and focus content around it

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### COMPARISON FEATURE

Compare one product/tool/tax strategy with another one

If time is limited, our [outsourced marketing packages](#) create content monthly, while you focus on clients.

The **Profitable Firm**  
BUSINESS GROWTH FOR ACCOUNTANTS