



# Building Your Accounting Firm's Online Presence During a Recession



Terry O. Faulkner  
[Terryofaulkner@gmail.com](mailto:Terryofaulkner@gmail.com)  
[www.terryofaulkner.com](http://www.terryofaulkner.com)

## Introduction

COVID is affecting everyone differently. Some companies are laying people off while other businesses are booming. Whichever your situation, there's no better time to strengthen your online presence. If times are slow this will help you gain business or if times are busy this will help you serve your customers better. With the right mindset, a little patience, and some effective strategy, your business can weather if not thrive in the Covid-19 storm of 2020. Many of the ideas were derived from a seminar delivered to CPAcademy by founder and CEO of Millennial Accounting, Katey Maddux.

Because traditional means of marketing and making connections are no longer feasible, "normal" may not return anytime soon, if ever. However, by maintaining a steady consistent online presence, you can keep your current customers happy and find new ones. Here are three questions every firm should ask itself in order to create a compelling online presence during a pandemic.

## Who are your prospective clients?

First, you need to know who your prospective clients are (or should be). Some questions to ask might include various accounting services they need, how much they can afford to spend, where they are looking, and their age.

Once you know one of the variables, others may become visible. Age or income often dictates where your future customers might be looking. The older they are, the more likely they are to look for reviews on Yelp whereas millennials might be looking on Instagram or Facebook. Higher-income clients might skip social media and look at Quickbooks instead.



## How does your presence appear online?

Because your website is your storefront, it needs to look sharp and attractive to web clientele. If you don't have the skills to build your own site, don't waste hours on the steep learning curve of WordPress. Instead, hire someone from Fiverr or Upwork to do it for you at a fraction of the time and cost it would take to learn to build it yourself.



Are your message and brand identity cohesive? Your colors, voice, and message all need to work together. Make sure your site has your FB, LI, Contact Me, Google Business, and Yelp linked so clients can easily reach out. If you're using Facebook other than for your business, create a new ID and use that for professional purposes only. Your goal is for people coming across you online to see that you are consistent and ultimately, trustworthy.

## Is it easy to get to know you online?



Build connections. Show your followers who you really are or what you have in common. The more honest you are with your stories of troubles and successes, the more likely followers are to like you, then trust you. Tell your story, even if it's not a particularly beautiful one. Then when people begin to trust you and your brand, bring them in closer with something of value.

This does not mean work for free. Offer hints or tips that might solve a problem. Create a regular blog that tackles difficult subjects. Maybe offer a workaround to a piece of accounting software with a steep learning curve. Short and sweet webinars are ways to engage with your audience in a different way. Be seen and heard-increase the trust factor. When they see your face and realize how you've helped solve real problems, they will come.

Ask your friends everywhere to direct others to you. Use links in your outgoing emails, tag your connections and get the message out that you are open for business. Share your professional posts across your platforms and tell everyone you know. Ask for referrals and for people outside of your immediate network, connect with them. Don't sell, add value.

## Tying it all together

You need to know who is considering using your accounting service and one way to do that is to have a solid online presence. People should be excited when they come across your site or any of your social media profiles. You should aim for a trustworthy, amiable and helpful tone. If you're willing to put the time in to fine-tune your site, offer some free advice, and share personal stories, people will believe that you can be trusted. Then, watch as more and more potential customers become your customers. These are just a few ways to build your online presence and thrive through the Covid-19 storm of 2020 and beyond.

