

High Performing ADVERTISEMENTS to Attract Tax Clients in 2018

For Solo Accountants and Small Firms

Use these Advertisements for

- Emails to existing clients
- Online ads
- Social media posts
 - Facebook
 - LinkedIn
 - Twitter
 - More...
- Website banners, headings, <title> tags
- Posters and Billboards
- Pamphlets and Office Displays

1. 80% Americans Overpaying Taxes

This ad was used on the social media and attracted over 700 leads in one week. Just one week! Stephanie Sanders posted this on Linked in and within a week 706 people had responded.

The ad text goes like this:

80% Of Americans Have This Form Filled Out Incorrectly & Are Paying The Government 1/3 Their Check. Are You One Of Them?? Many People Don't Even Know It's A 2nd Page To The W4 Form & I Want To Show You How To Use This Form To Help You Get Your Money Back From The Government (LEGALLY).

Stop Paying Off Someone Else's Debt & Pay Off Your Own.

Its not even a paid advertisement, but a free post on LinkedIn. But it is working.

Check it out at <https://www.linkedin.com/feed/update/urn:li:activity:6349065609367547904/>

You could design similar ads based on other aspects of tax filing as well. Especially with the new tax rules for 2018, adjusting W4s and estimated taxes will appeal to many clients.

2. We'll help you keep it

This ad has been most often used in print, such as post-cards and mailers.

Some of the ads combine it with an offer for 'same day refunds' based on refund anticipation loans.

The ad text goes like this:

You've earned it. We'll help you keep it.
Accurate tax filings, maximized deductions and fast return credits.

There are many related ads that promise help with maximizing refunds. Some of them are

- Bigger is better
- Get the Most from Your Tax Refund

3. Life Changes, So Do Your Taxes

This ad is recommended by the AICPA, as part of a set of ads available to CPAs at <https://www.aicpa.org/career/marketing/tax-season-print-advertisements.html>

The ads have different options for text and you can pick one that is more relevant to your community:

Life is full of milestones. I need someone who can help me make the right financial and tax decisions for my family all along the way.

I've gone from taking care of my kids to taking care of my parents. I need help sorting out the financial and tax implications of this life change – for them and for me.

I've found my soul mate. Now we need to find someone who understands how filing jointly will affect our taxes.

4. Is Your Child's Education Tax Deductible?

Everyone with a school-going kid has expenses related to their child's education.

The ad text could be adapted from:

Did you know that you can use a 529 plan for your child's school expenses too and not just college fee? It is totally legal but not yet advertised by the states. Contact me to find out how!

Indeed, you should understand what you are claiming. The tax benefit for school expenses applies to 529 plans through the new tax law passed in Dec 2017, with many of its provisions applicable from 2018. Earnings from 529 plans can be used tax-free for school expenses up to \$10,000 per year.

You can also design similar ads related to other tax law changes.

5. \$50 off Tax Prep

Discount offers may look boring but they work. Of course, you need to prove your offer. The discount must be real, compared to your published price. So everywhere your price is published, including even phone responses, the price should be adjusted such that you can honor the discount.

There is no restriction on who gets the discount – it could be offered to others who did not use this ad to reach you. For instance, a phone inquiry for your fee, could be answered with the higher fee immediately followed by the current special for \$50 off. All published prices could be followed by the \$50 off special.

Notes

1.

The ad should always include the next step (call to action, or CTA, in marketing jargon). Examples include “Make an appointment”, “Call for a free consultation,” or “Download white-paper.” The ad should clearly provide a method to take that next step, such as a phone number, website, or a button to click.

2.

When using or adapting any of these ads, or making up your own ads, remember that compelling advertisements typically rely on:

- *Testimonials*: Human beings love social proof, and trust what others have trusted.
- *Risk*: Humans have a natural tendency to avoid risk and want to take action that will reduce their risk.
- *Gain*: The ad offers a benefit to the reader that they find appealing.

Pick a sentiment and ensure that the ad continues to build upon it. For instance, if the headline alerts the reader about a risk, the rest of the ad could explain why the risk is real.

Prepared by:

Encyro Community Business Development Services

(a division of Encyro Inc.)

About Encyro Inc.

Encyro's mission is to make data security **easy** for everyone.

Encyro's free document portal makes it easy for accountants and other professionals to exchange sensitive documents with clients, without any setup hassles or the need to get clients to sign up.

Learn more at
<https://www.encyro.com>

The logo for Encyro, featuring the word "ENCYRO" in a bold, blue, sans-serif font. The letters are closely spaced and have a slightly modern, geometric feel.