

Q1



CLIENT EXPERIENCE

To enhance client experience, it's crucial to implement a well-planned program, utilize effective technology, and adopt best practices.



DIGITAL MARKETING

Success in digital marketing hinges on impactful campaigns with a robust content strategy and staying abreast of new trends.



ADVERTISING AND PAID MEDIA

Understand the landscape of tools and vendors to maximize the impact of advertising spend.

Q2



INTERNAL COMMS/EMPLOYEE ENGAGEMENT

Effective internal communications and employee engagement hinge on understanding the role of marketing in fostering a positive culture.



BRANDING/WORKING WITH HR /TALENT

Creative recruitment strategies are essential in blending employee branding with corporate identity and clearly defining roles to attract and retain top talent.



STRATEGY/WORKING WITH PARTNERS

Effective communication is key to synchronizing efforts and ensuring that all parties see and contribute to the shared vision and goals.

Q3



AI/TECHNOLOGY

Explore diverse use cases, from content creation to CRM, and understand the array of tools and vendors available.



PUBLIC RELATIONS

Mastering the basics and effective crisis management are foundational to successful PR strategies.



FIRM GROWTH/RESTRUCTURING

Understand how structural changes impact marketing approaches.

Q4



LEAD GENERATION

Leveraging technology and staying abreast of new trends are key to ensuring a steady and effective pipeline of potential customers.



DATA/METRICS

Identify and present key performance indicators (KPIs) to leadership, adopt the best methods for tracking and analysis, and foster a data-driven culture.



EVENT PLANNING

Dynamics of in-person and hybrid events. Events are pivotal serving as strategic tools for business growth and talent acquisition.

AAM is dedicated to elevating the career development of its members and the accounting and advisory profession. We continue our commitment to address diversity, equity, inclusion (DEI) and unconscious bias in everything we do and will consider DEI as we address each of our 2024 themes.

To learn more visit: www.accountingmarketing.org