

You are cordially invited to attend an educational workshop on ...

LinkedIn for CPAs: 13 Ways to Leverage LinkedIn to Better Market Your Firm & Communicate with Clients

Presented By: George F. Vieth

Date: 11/6/2024 11:30am to 12:45pm Lunch will be served

Location: Mountain City Club 216 West 8th Street Chattanooga, TN 37402

Leverage your flow of prospects and new clients through a productive LinkedIn marketing strategy!

This one-hour workshop will acquaint you with 13 easy-to-implement LinkedIn techniques on how to build an online presence, augment your reputation in your niche market, develop new business and win referrals. Knowing how to use these LinkedIn features effectively will put you in a position to strengthen your relationships with clients and business associates.

After completing the Workshop, you will know:

- How to find ideal clients for your firm and/or target market
- How to create a standout profile that differentiates you from your competitors
- 3 key LinkedIn search tools to help you find and contact potential clients
- How to follow up on new connections
- How to efficiently integrate LinkedIn into your marketing strategy

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Workshop Policies

Cancellation policy: This workshop is free. Please contact the presenter to cancel.

To make a complaint, or for more information about program cancellation policies, please call Horseshoof Member Support at (888) 336-6884.

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Pre-registration Required

Registration for this workshop is available at 423-267-6858 ex 1 Reservation Mailbox.

Workshop attendees earn up to one hour of CPE credit in Communications and Marketing.

Additional Information:

Prerequisites: None

Who Should Attend?

CPAs, enrolled agents, tax prep professionals

Advanced Preparation: None necessary, although a basic understanding of LinkedIn is helpful.

Program level: Basic

Delivery method: Group-Live

Seating is limited. Please call 423-267-6858 ex 1 Reservation Mailbox to reserve your space.