

Companies that maintained their marketing emphasis entering the recession actually came out of the recession ahead of the game. By continuing to market proactively throughout the downturn provided them with a competitive advantage over their competitors who were now playing "catch-up."



12 Tips for Marketing in Economic Uncertainty









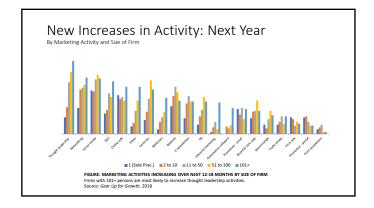


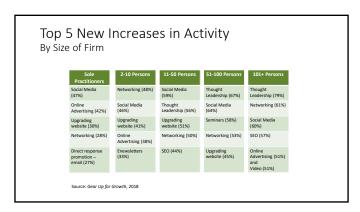






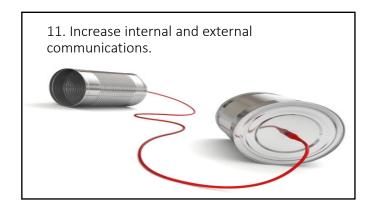














How to Revise Your Marketing Budget



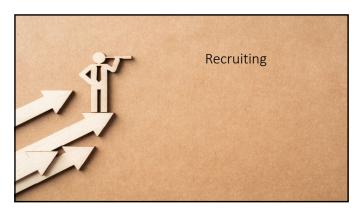
Service Offerings

- Mergers and acquisitions
- Business valuations
- Investment advisory services
- Retirement and estate planning
- Bankruptcy services
- Disaster recovery
- Data analytics
- Fraud

- Business interruption
- Tax planning and consulting
- Strategic planning
- Cash flow projections
- Cybersecurity
- PPP consulting
- Technology consulting



























Upcoming Capstone Marketing Webinars

Build Your Accounting Firm's Strategic Plan Workshop

Tuesday, May 26 - 12:00-1:40 p.m. - \$149 - 2 CPE Credits

 $\underline{\text{https://www.eventbrite.com/e/build-your-accounting-firms-strategic-plan-workshop-tickets-101137464880}$

Build Your Accounting Firm's Marketing Plan Workshop

Tuesday, June 2 – 12:00-1:40 p.m. - \$149 – 2 CPE Credits

 $\underline{https://www.eventbrite.com/e/build-your-accounting-firms-marketing-plan-workshop-tickets-101119362736}$

Fundamentals of Advanced Pricing Methods®

Tuesday, June 9 – 2:00-2:50 p.m. – Free – 1 CPE Credit

 $\frac{1}{\text{https://www.eventbrite.com/e/fundamentals-of-advanced-pricing-methods-tickets-103491381508}}$



Capstone Marketing provides a variety of services for growth-minded CPA firms, including <u>Brand Surgery</u>, marketing <u>planning</u>, <u>Advanced Pricing Methods</u>*, <u>inbound marketing</u>, client satisfaction, <u>outsourced CMO</u>, retreat <u>facilitation</u>, and <u>merger integration</u>.



Capstone Marketing's president, <u>Isan Carapher</u>, gets things done. With more than 30 years of experience working solely with CPAs, Jean knows the challenges and opportunities firms face today. Her experience and knowledge, combined with her practical approach, help growth-focused CPA firms attract the best clients and talent.

A well-respected industry specialist, Jean is an inaugural AAM Hall of Fame inductee, a multiple AAM-MAA award winner, and a CPA Proctice Advisor Thought Leader. She has twice been named one of Accounting Today's 100 Most Influential People in Accounting.

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