

BUSINESS ADVISORY SERVICES UPDATE REGULAR NEWSLETTERS KEEP SMEs INFORMED

Accountancy firms find significant benefits from including a regular newsletter in their communication strategy. This means of communicating is a tremendous marketing tool because it enables the accounting firm to promote services to individual groups of clients that the client can read and think about in their own time and then if they are interested make contact with their accountant for a further discussion.

ESS BIZTOOLS "Business Plus" is a monthly newsletter that concentrates on business issues confronting SMEs and is not full of taxation articles because most SMEs are not interested in articles on taxation – they want to know about how they can run a better business and add value to it.

All that the accounting firm has to do is badge the newsletter template and then send it to clients and prospects

"Business Plus" is designed so that each month there is at least one article for each of the key groups of SMEs:

- ✚ Thinking about starting or acquiring a business
- ✚ Start-ups
- ✚ Scaling up
- ✚ Settled in business just wanting to successfully trade

You are invited to visit www.essbiztools.com.au. To obtain a copy of our February Business Plus newsletter please [click here](#).

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