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Modern Business Development Requires New Approach

People now shop for goods and services relying heavily on technology and social networking. Professional services firms are not immune to this change.

How do you engage clients and prospects in this new era of business development? Simply put, you must meet them on their own turf –online. The modern, well-rounded business development approach diverts money from traditional advertising media and reallocates it to a more robust online presence.

What is the best way to position your firm for success in this new era? Visit the Association for Accounting Marketing (AAM) website to read the complete article and capitalize on the available resources and tool kits. <http://www.accountingmarketing.org/news/110218.asp>

Want a more hands on approach? Register for the Association for Accounting Marketing's 2011 Summit, Take Your Firm to New Heights. This educational and networking event will be held in Chicago on June 7-10, 2011. Conference details regarding speakers, events, hotel information and more can be found on the Association's interactive website, www.aam.conference2011.org.

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's membership of more than 800 members is comprised of marketing professionals, CPAs, consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers. To learn more about AAM, please call 856-793-0806 or visit www.accountingmarketing.org.