

EMAIL CONTENT IDEAS FOR ACCOUNTANT & FINANCIAL ADVISOR

Stay connected to existing clients and expand your reach to new clients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Share financial news, tips and trends with your commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none">See the full storyShare with friends and family	<ul style="list-style-type: none">Client NewsletterSales Lead NewsletterProduct/Service Showcase
Announce upcoming events you or the community are hosting to stay top of mind and drive participation.	<ul style="list-style-type: none">See full event detailsRegisterShare with friends and family	<ul style="list-style-type: none">Upcoming Events
Announce an incentive (i.e. entry into a raffle) when clients provide a referral. Include an overview of your services and testimonials.	<ul style="list-style-type: none">Refer a friend, family member or colleague	<ul style="list-style-type: none">Client Newsletter
Announce a client appreciation event to increase your connection with clients and inspire referrals.	<ul style="list-style-type: none">Register for this event	<ul style="list-style-type: none">Upcoming Events
Share answers to common questions you get from prospective and current clients to remind clients of your expertise, drive loyalty and referrals.	<ul style="list-style-type: none">Share with friends and familySubmit a question	<ul style="list-style-type: none">Client NewsletterSales Lead NewsletterProduct/Service Showcase

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking clients for their loyalty and wishing them a happy new year.