

Get to Know Your AAM Members



149

New Members
in the past year

Average size firm → **\$10M - \$30M**



40%
of AAM members
have been with us
more than **5 years**



19%
have been with AAM more than **10 years!**

Member firms
make up
69%
of
INSIDE Public Accounting
TOP 100 FIRMS

34 member firms
out of 48 winners
were named

BEST of Accounting
CLIENT SATISFACTION
2020

“AAM is a community unmatched in the profession. It has been a driving force in my career and development and the success of my firm.”

10
Average number of
years in accounting
marketing

The Value of AAM



4,136
New Discussion
Threads



808
members



2020 EMERGE

305
Number of
attendees

emerge
POWERED BY AAM

Virtual
Conference



Number of sessions –
12 + 2 keynotes

“As 2020 turned into one of the most uncertain years we’ve seen, AAM supported accounting marketers by helping everyone stay connected, continuing to build a strong community of creativity and by developing a virtual conference everyone could benefit from. When the world’s doors had to close for a multitude of reasons, AAM’s were wide open.”

~Casey Blake, Director of Marketing Services, Kolobri Law Support Solutions



CPA Growth Trends

Visitors:

3.7K



Sessions:

5.8K

Average time
on site:

**2 minute
15 seconds**

AAM Website

of visitors (past year)

19,306

26

jobs posted (past year)

Average time
on site
(past year):
8 min 11 sec

SURVEYS AND GUIDES

- 2019 Marketing Budget Benchmark Survey
- 2018 AAM Career and Compensation Survey
- PCPS Social Media Guide – original content provided by AAM members
- Marketing and Sales Roles in Accounting

“The AAM Marketing Budget Survey helped me TREMENDOUSLY today as I successfully defended our spend levels and was able to articulate what other firms’ benchmarks are.”

~Eric Majchrzak, Chief Strategy Officer, BeachFleischman PC

MEMBER BENEFITS



☑ **AAM Conferences** – are designed for CPA growth with customized sessions for leaders driving firm growth*



☑ **AAM Connect** – online networking communities for sharing ideas, questions and feedback*



☑ **AAM High! Webinars** – virtual learning on hot topics you can put into practice*



☑ **Growth Strategies and the AAM Minute**, a quarterly journal and e-newsletter with insights from the industry’s leading marketers, sales leaders and CPAs



☑ **CPA Growth Trends** – blogs focused on growing accounting firms



☑ **AAMplify!** – video podcasts with industry leaders who share insights in concise formats

☑ Access to industry-specific **survey research** and **resources** to guide informed decision making

☑ And, of course, **networking and mentoring**
**Member Favorites*

“AAM is support...support in my education, support in challenging my thoughts to make me a better marketer for my firm and just support from my fellow marketers when I have a hard time.”

~Jennifer Cantero, Director of Marketing & Sustainability at Sensiba San Filippo

“Since joining the accounting marketing world four years ago as a department of one, AAM has always been vital to my success in the industry. From the education to support and personal relationships I’ve developed with our members, if not for AAM, I probably would not have stayed in the industry.”

~Christian Moises, Digital Marketing Advisor, Inovautus

AAM testimonials from different perspectives:

“AAM and my fellow members were the first place I turned when the pandemic hit and we all shifted to a work from home environment. We shared resources, ideas and support as all of us were dealing with the sometimes hour by hour changing nature of the communications needed for the CARES Act, PPP and other COVID-19 related information.”

~Jen Lemanski, Senior Manager, PKF Texas



“Having easy access in a variety of formats and media to our industry’s most creative and forward-thinking minds is always a member benefit, but the value was enormously amplified in 2020.”

~Courtney Kiss, Chief Marketing Officer, JohnsonLambert

“It never ceases to amaze me how open and collaborative our members are. I always learn so much through AAM – both through formalized content and education and informally through networking with other members.”

~Becca Johns, Director of Practice Growth, Rea & Associates, Inc.



“Curiosity is key to learning. AAM presents us with the collaboration and collectiveness of some of the brightest minds in the industry – combine that with curiosity and a desire to be the best at what you do and you will find new tools and value that will make attending the annual Summit the highlight of your year.”

~Leisa Gill, Director of Client Experience, LBMC

Learn more at accountingmarketing.org

