

## Get to Know Our AAM Members



**130**

New Members in the past year

Average size firm

**346**



**37%**  
of AAM members have been with us more than 5 years



**17%**

have been with AAM more than 10 years!

Member firms make up

**61%**  
of

**INSIDE** Public Accounting  
**TOP 100**  
**FIRMS**

30 member firms out of 41 winners were named

**BEST of Accounting**  
CLIENT SATISFACTION 2019



High-growth AAM firms average

**18.7% organic growth annually**

\*Firms making more than \$1 million in annual revenues and have seen revenue grow by 20 percent or more annually for the past three years.

On average the typical AAM member firm realizes **9% organic growth**



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."

**9**

Average number of years in accounting marketing

## The Value of AAM



**4,136**  
New Discussion Threads



**797**  
members



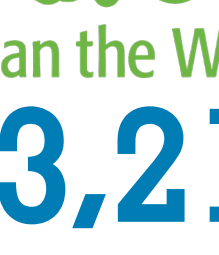
## 2019 AAM SUMMIT

**321**  
Number of attendees

Engage in Las Vegas, NV



Number of sessions – **37 + 2 keynotes**



Clean the World®  
**\$3,210**

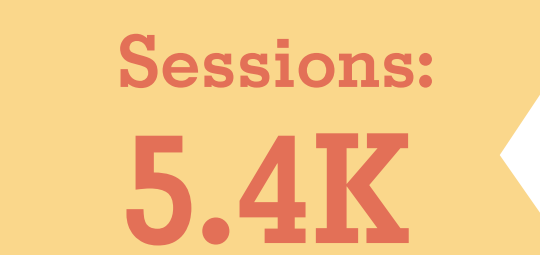
700 Hygiene Kits  
Clean the World



Attending the same conference as the accounting professionals at my firm gave an opportunity to feel more connected. The accounting and marketing worlds coming together made for a great experience!"

## CPA Growth Trends

Visitors:  
**3.7K**



Sessions:  
**5.4K**

Average time on site:

**2 minute**  
**15 seconds**

## AAM Website

# of visitors (past year)

**15,184**

Average time on site (past year):  
**6 min 05 sec**

## SURVEYS AND GUIDES

- Compensation Trends for Accounting Marketers
- Marketing Budget Benchmark 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 Marketing Officer, BeachFleischman PC

## MEMBER BENEFITS

- ☑ **AAM Annual Summit** – a must-attend conference for CPA growth-minded professionals 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

\*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



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."

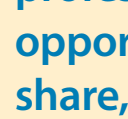
~ Melissa Hornsby, AAM Vice President

## AAM testimonials from different perspectives:



"I would not be the accounting marketer I am today without the Association for Accounting Marketing. I have grown up in this industry, I started in this industry back in 2006 and almost immediately joined AAM. I have found my mentors here, my sponsors here, and the connections that I've made at AAM have been invaluable throughout my career."

~ Jen Lemanski, PKF Texas, AAM President



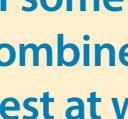
"AAM provides growth-focused leaders who work in, or with, accounting firms with a powerful, national network of like-minded professionals. There is no better opportunity in the profession to learn, share, and collaborate on topics that are unique to their roles."

~ Scott Moore, Shareholder & Executive Vice President, The Rainmaker Companies



"I have been a member of AAM since 1999. The resources and experiences provided by AAM and the incredible people within the organization have played a large part in my growth from a part-time marketing assistant to the Director of Marketing for a Best of the Best firm in the nation."

~ Julie Barnes, Marketing Director, Smith & Howard



"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



"As a department of one there's not much support within my region, so there's a lot of days where being a member of AAM has kept me going as I try to build our marketing culture. I've worked with several industry associations throughout my career and I've got to say the members of AAM are really the most open, friendliest and most forthcoming members I've ever worked with in an association."

~ Christian Moises, Practice Growth Specialist, Ericksen Krentel

Learn more at [accountingmarketing.org](http://accountingmarketing.org)