

ROCKY MOUNTAIN MARKETING MEMO

Newsletter brought to you by the COSL Marketing Team

FEBRUARY 2021

Top stories in this newsletter



Expand Your Network:
With NFP Advisory Services



#HelpfulHack:
Getting Creative with LinkedIn



Notable News:
BKD Wins Glassdoor Recognition

Expand Your Network

Provide Unmatched Client Service with BKD Nonprofit Advisory Services

The COVID-19 Pandemic has impacted all industries, especially nonprofit organizations. Are you on an NFP Board? Do you have a friend involved with a nonprofit? Do you have a nonprofit client that is experiencing new challenges related to the pandemic? If you have a connection with a nonprofit organization and you hear them mention any of the challenges below connect them with Steve Sauer or Wendy Neal of the BKD Nonprofit Advisory Services Team.

- ⇒ without a controller/CFO
- ⇒ in-between in terms of accounting staffing needs
- ⇒ need additional support or training for their current staff
- ⇒ have special projects which the CFO/controller does not have time to address – such as new accounting software implementation, grants management, audit prep
- ⇒ books are in need of TLC, and they need help establishing best practices/processes/procedures

Some nonprofits might balk at the idea of hiring out additional services, especially during such an uncertain time. But with BKD's Nonprofit Advisory Services Team they are receiving the benefit of efficient expertise and a full team of professionals dedicated to helping them succeed during the pandemic.

For more resources or information, visit the [NFP Advisory Services Business Development](#) page on Keynet.

Notable News

BKD CPAs & Advisors has been honored with a [Glassdoor Employees' Choice Award](#), recognizing the Best Places to Work in 2021. Glassdoor's Best Places to Work were determined using company reviews shared by U.S.-based employees between October 22, 2019, and October 19, 2020. Employers considered for the large list must have received at least 75 ratings for each of the eight workplace attributes taken into account as part of the awards algorithm.

↑ Level up your social media game by sharing the good news with your network on LinkedIn! Check out BKD's post [here](#) then click "Share." Write a few words on why you love working at BKD and "Post!"



#HelpfulHack

Creative Ideas for Daily LinkedIn Posts

Keep in mind your goal with regular status updates on LinkedIn is to do *more telling* and *less selling* to your network. Use the ideas below to stay engaged with your LinkedIn Network.

1. Share online articles about your industry to your profile. This is a great way of multi-tasking. You are learning and sharing at the same time. When sharing an industry article, always include one or two key takeaways.
2. Post when you attend conferences, workshops, or other events. Every time you attend a professional event, make sure you snap a few photos of the presenter or keynote. Include in the post a few of your key takeaways. When possible, stage your photos so the host organization's banner or logo appears in the photo. And don't forget to follow the other attendees on LinkedIn.
3. Share news, press releases, or blogs from your company website. When sharing Thoughtware, etc. articles, include a 1-sentence preview of what the link is pointing to, so readers know what's being shared. They'll be more likely to click the link if they know it will be worth their time.
4. Share your own business tips. Share a few tips about a certain process or lesson learned during your time as a trusted advisor.
5. Tell us how you can help us. Whereas all of the above have been more storytelling than selling, this one is OK to be a direct pitch for your business. Remind your network what you do and who you can help and how you can help them.