



## Nigel and Patricia Reynolds Reynolds and Co, Solihull

Social savvy accountants and tax advisers get on the front foot by signing up for the first social media management solution dedicated to accountancy practices in the UK.

According to a recent Thomson Reuters survey, a quarter (25%) of accountants do not use social media for marketing, which means that there's a real opportunity for those firms that value the importance of social to get ahead.

This was an opportunity recognised by Nigel and Patricia Reynolds, the founders of Reynolds and Co based in Solihull, Birmingham, which began using the new Social Media Solutions from Thomson Reuters Checkpoint Marketing for Firms. Social Media Solutions is a UK-first in that it is designed specifically for accountants and accountancy practices.

**“Social media is here. It’s not going away and we need to embrace it,”** said Patricia Reynolds, who manages the firm. “It has become a widely used communication channel and we want to reach out to our audience with the latest news and advice through our social media activity.

**“We tried other social media management platforms but found them to be too complex and not at all user friendly. Checkpoint Marketing for Firms is, by far, the easiest to use,** and we are confident that it will help us to build brand awareness and share our expertise as qualified accountants in a much more timely and consistent way.”

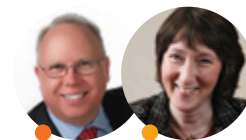
Patricia points out that the two solutions included in Social Media Solutions can also be used as standalone options. First there is the Social Media Manager, which offers automatic scheduling on social media accounts as well as brand, competition and topic monitoring and reporting. Then, Social Media Tax Posts offers pre-written social media posts and accompanying imagery.

These tools are available through an annual subscription and come with online training and customer support. Patricia says that her firm’s use of the tools has definitely helped the team to connect with its audience.

**“We can see the impact already,”** she says, pointing out that social media is incredibly important for the vast majority of businesses now. Thanks to the firm’s uptake of the tool, it is doing much more posting and sharing of relevant articles, thereby encouraging more communication with its client base and ensuring it is front of mind at all times.



**“By being able to schedule much of our social media activity in advance, we hope to connect with our audience as their go-to experts for accounting advice.”**



### Firm

#### Reynolds and Co

Nigel Reynolds, Accountant  
Patricia Reynolds, Practice Manager

### About

Reynolds and Co Accountants and Tax Advisers is based in Solihull, Birmingham and was founded by Nigel and Patricia themselves. Nigel has over 25 years experience in the accountancy profession, having worked mainly in private practice with some time in industry. Patricia manages the practice as well as supporting clients. Together they regularly review how they operate and the service they provide their customers.

### Website

You can learn more about the firm at [reynoldsandco.co.uk](http://reynoldsandco.co.uk)



What's more, in the last four weeks Nigel commented that the firm has had three meetings with potential new clients on the back of its social media activity alone. He hopes to see an even greater impact as they increase their activity. "We are now being seen more prominently and we are getting noticed," he says.

Thomson Reuters provided the initial training and then Reynolds and Co were encouraged to go and start using it, which Nigel says is the best way to learn. **"It took 30 minutes at most and then we were away,"** he says, pointing out that on Facebook, for instance, they are now getting more than 50 notifications a day with posts being seen and audiences commenting. He notes a 100% increase in followers, despite only having started the training in April.

After some limited activity in May, the firm became properly active in July and started posting consistently. Now he says it's becoming like second nature and has helped to put the company on more equal footing with much larger firms. **"We are able to compete. People are coming to us for knowledge and expertise,"** he adds.

Nigel also points out that the analytics function has been particularly useful when it comes to understanding what is working best for the audience.

"We've seen positive feedback from clients and more recommendations on the back of this," he adds. "We're in it for the long haul. The longer we use it, the analytics will tell us the best times to post and score our activity, allowing us to understand what works best."



He advises that "as a firm we spend half an hour or an hour to set everything up for the week ahead, to ensure plenty of activity is going on social. This can then be supplemented by the sharing of news as it happens. The main thing is to have a steady stream of activity on relevant topics."

### Growing with Social Media Solutions from Thomson Reuters Checkpoint Marketing for Firms

After spending no more than an half an hour setting everything up, Nigel says that Social Media Solutions now allows regular and consistent communication and activity, enabling the team to post to lots of different social media sites at the same time and to schedule posts in advance. "We're able to react to news, such as MTD announcements, and then update to Facebook and Twitter at times that suit us," he says.



"We're able to react to news, such as MTD announcements, and then update to Facebook and Twitter at times that suit us"

— Nigel Reynolds

To find out more about Checkpoint Marketing for Firms Social Media Solutions, visit our webpage at [digita.com/pro/checkpoint/social-media-solutions](https://digita.com/pro/checkpoint/social-media-solutions)

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