



Case Study

Accounting



Content Marketing



In our content marketing approach, we focus on enhancing brand recognition by emphasizing unique selling propositions and fostering audience engagement. Our strategy involves creating high-quality, relevant content that resonates with our target audience's interests and needs, thereby establishing a strong connection and encouraging brand loyalty. By utilizing various content formats—such as blog posts, videos, and infographics—and distributing them across appropriate channels, we effectively showcase our brand's value and authenticity. Collaborations with influencers and incorporation of user-generated content further amplify our reach and credibility, as consumers often trust peer recommendations over traditional advertising. This comprehensive approach not only drives meaningful engagement but also positions our brand as a trusted authority in the industry.



Content Strategy



Industry Authority & Expertise

- Establish credibility by sharing in-depth insights, trends, and expert perspectives that position the brand as a leader in its field.

Educational & Value-Driven Content

- Deliver informative blogs, carousels, and videos that provide actionable solutions, industry tips, and thought-provoking discussions.

Storytelling & Social Proof

- Leverage case studies, testimonials, and behind-the-scenes content to build trust, engagement, and community connection.

Driving Engagement

Engaging & Interactive Content

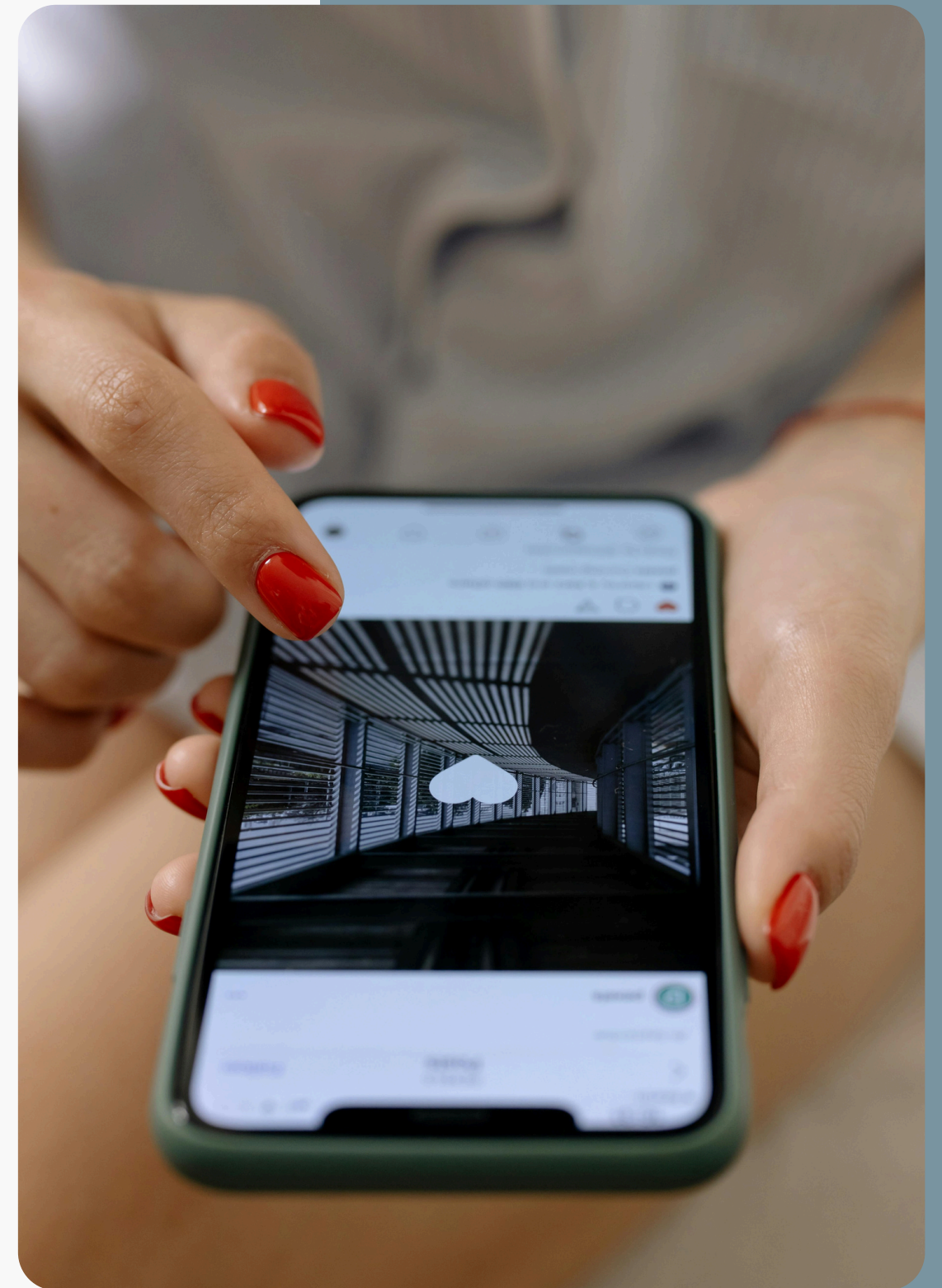
- Created compelling carousels, reels, and blogs that encourage discussions, shares, and audience participation across platforms.

Community-Driven Storytelling

- Leveraged testimonials, user-generated content, and case studies to foster authenticity and build a loyal brand community.

Strategic Content Distribution

- Maximized reach by optimizing content for SEO, repurposing across formats, and sharing in relevant industry groups.



Analysis & Optimisation



Reviewing Engagement Metrics

- Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

- Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

- Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.

Table of Content



CJCPA

**Helping BC businesses manage finances &
stay tax compliant.**





About CJCPA

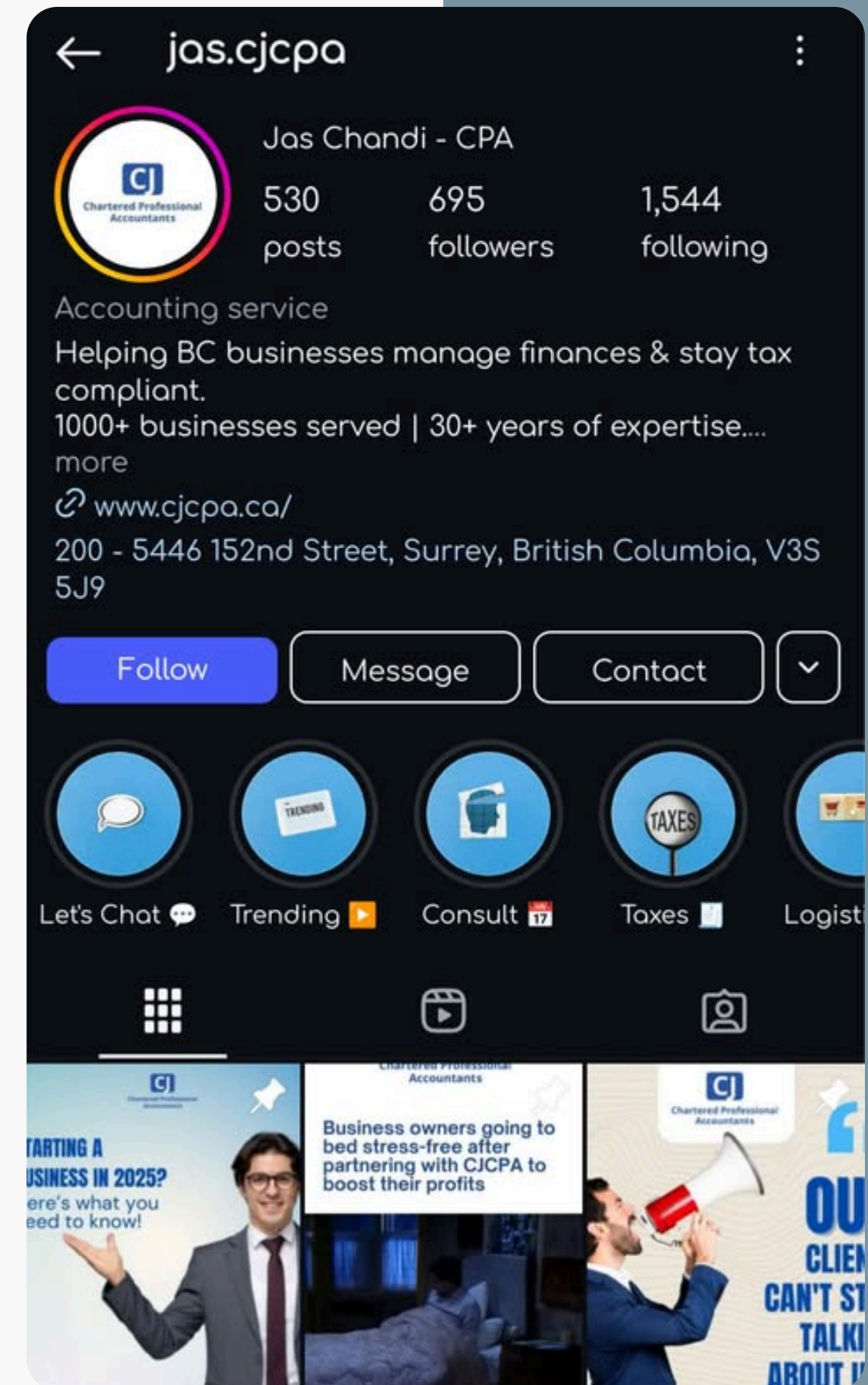
CJCPA provides accounting, payroll, business advisory, and taxation services, helping businesses stay financially organized and compliant. With personalized solutions designed to simplify financial management, the firm ensures that business owners can focus on growth while maintaining accuracy and efficiency.

It supports startups, SMBs, and franchise businesses looking for strategic financial guidance. From bookkeeping and business planning to performance optimization, CJCPA provides the tools and insights needed to drive stability, scalability, and long-term success.



Objectives

- **Enhance Brand Visibility:** Strengthen CJCPA's presence through diverse content formats, including carousels, reels, blog posts, and interactive social media engagement.
- **Establish Thought Leadership:** Position CJCPA as a trusted expert in accounting and business advisory by sharing industry insights, financial tips, and strategic guidance.
- **Drive Engagement and Bookings:** Increase business inquiries and client engagement through compelling storytelling, educational content, and platform-specific marketing strategies.



Static Post Content



The static post content features a light beige background with a subtle paper texture. At the top center is the 'CJ' logo, with 'Chartered Professional Accountants' written below it. The main text 'SHOULD I' is in large, bold, blue capital letters. Below it, 'DIY' is in a lighter blue, with a white cursive signature 'my' over it. To the right of 'DIY' is the word 'TAXES' in large, bold, blue capital letters. A yellow banner with the text 'READ CAPTION' is positioned at the bottom right of the main text. At the bottom of the post, there are three icons: a phone, a globe, and a location pin, followed by their respective details: '+604-560-8020', 'https://www.cjcpa.ca', and '200-5446 152nd Street, Surrey BC V3S 5J9'.

CJ
Chartered Professional Accountants

SHOULD I
DIY *my* **TAXES**

READ CAPTION

+604-560-8020
<https://www.cjcpa.ca>
200-5446 152nd Street, Surrey BC V3S 5J9



jas.cjcpa • Follow

Surrey BC Vancouver Canada



jas.cjcpa Spoiler: Not everyone needs a pro... but here's why you might.

If your taxes are straightforward (for example: one job, no side hustles) and you're a spreadsheet wizard, DIY could work.

But before you dive into TurboTax, consider these 3 reasons to hire a pro (no. 3 saves headaches):

- You run a business: We'll uncover every possible deduction (even the ones TurboTax misses).
- You're confused about credits: The "basic advice" from software isn't enough for life changes (kids, homes, EVs).
- You value your time: Taxes take a lot of time and they are zero fun. Outsourcing is a better choice to grow your business.

Tax season doesn't have to be stressful. 🙌 Tap the link in the bio to let us handle it!

1 w

Reel Scripts of PC360



Business owners looking at
their bank account after doing
taxes alone.



jas.cjcpa • [Follow](#)

Original audio



jas.cjcpa Tax season got you feeling like this? 😓 Business owners, we get it - doing your taxes alone can be overwhelming.

But it doesn't have to be! With the right help, you can keep things organized and stress-free. Let us help you navigate the numbers so you can focus on growing your business.

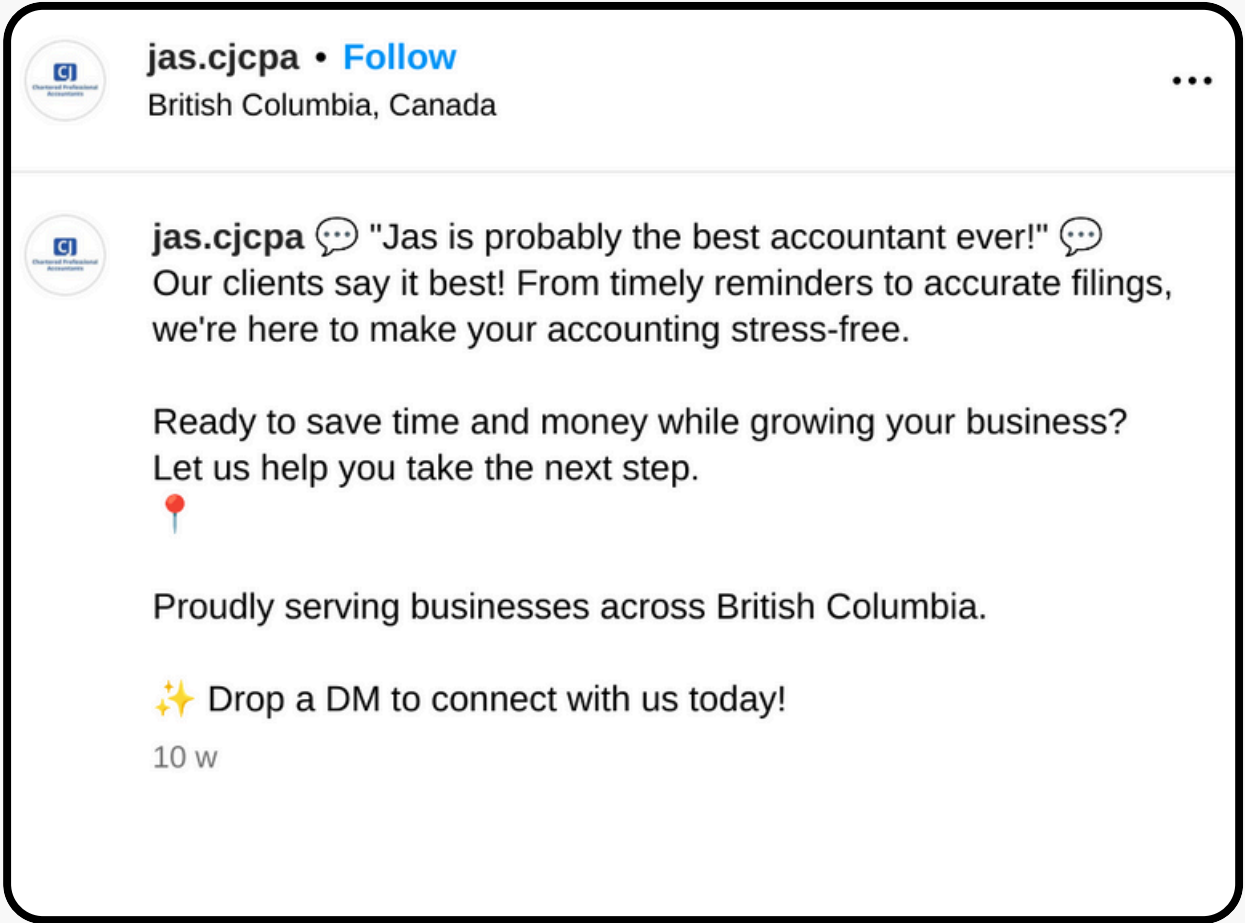
With over 30 years of experience and 1,000+ businesses helped, we've got the expertise you need.



Schedule a call with us, and make the tax season a breeze!

9 w

Carousel Post Content



Blog Writing

Blogs Published

- [Tax Saving Tips for Small Business Owners](#)
- [Are There Any Tax Benefits of Incorporation in Canada?](#)
- [How to Choose the Right Tax Accountant for Your Business? Expert Guide](#)
- [What Triggers the CRA to Take a Closer Look? Top Reasons for Tax Audit](#)

Strategic Topic Selection

These topics align with high-intent keywords, strengthen topical authority, and address customer pain points, boosting SEO rankings, brand credibility, and audience engagement for long-term growth.



Topic Clusters

Blog Title	Keywords Focus	Content Pillar
Tax Saving Tips for Small Business Owners	tax saving tips for small business owners, small business tax deductions Canada	Small Business Taxation
Are There Any Tax Benefits of Incorporation in Canada?	tax benefits of incorporation Canada, should I incorporate my business in Canada	Business Incorporation & Tax
How to Choose the Right Tax Accountant for Your Business? Expert Guide	how to choose a tax accountant, best tax accountant for small business	Accounting & Tax Advisory
What Triggers the CRA to Take a Closer Look? Top Reasons for Tax Audit	CRA tax audit triggers, why does CRA audit businesses	Tax Compliance & Audits

Building Topical Authority

These topics align with high-intent keywords, strengthen topical authority, and address user pain points, boosting SEO rankings, brand credibility, and audience engagement for long-term growth.

Blog Writing

Optimization Strategies

- **Reducing bounce rate:** We crafted engaging, well-structured content with clear headings to keep readers hooked and reduce bounce rates.
- **Enhancing Readability:** Used concise paragraphs, bullet points, and easy-to-scan formatting to improve readability and user experience.
- **Improving engagement:** Optimized blogs with relevant, high-quality visuals and interactive elements to increase user engagement and time spent.
- **Driving traffic to valuable pages:** Integrated internal links to valuable resources, guiding users to explore related content and improve site traffic.



OPTIMIZATION



Thank you

