

uFire

PROFESSIONAL SERVICES

CPA / Bookkeeper: 'Who Does Your Taxes?' Gets Asked Every February

'Who does your taxes?' is asked in every community, workplace, and neighborhood group every February through April. uFire ensures your answer is in every one of those conversations — through trusted c...

THE PROBLEM

CPA / Bookkeeper: Why Traditional Marketing Fails



Referrals Are Seasonal and Slow

CPA referrals happen primarily during tax season — but building the community reputation that drives those referrals takes months. If you're not building in September, you're too late for April.



TurboTax and H&R Block Have Name Recognition

DIY tax software and national chains dominate unaided awareness. Local CPAs win on service and expertise — but only for people who know they exist.



Small Business Owners Are Looking and Not Finding You

Provo's growing small business community desperately needs trusted bookkeeping and tax expertise. They're asking in business Facebook groups — and finding nobody.

THE SOLUTION

How **uFire** Works

1**Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your cpa / bookkeeper customer profile in Provo, UT.

2**Launch Real Content**

Ambassadors experience your cpa / bookkeeper, create authentic posts, and share them with their local following. Real people, real content, real trust.

3**Pay Per Post**

80% of your campaign budget goes directly to ambassadors. No agency fees, no wasted clicks. Only pay when authentic content goes live.

THE NUMBERS

CPA / Bookkeeper: The ROI Case

**\$300–
\$2,500**

Annual CPA billing per individual/small business client

\$8,500+

Average savings identified by a skilled CPA vs. DIY filing

8 years

Average CPA-client relationship duration — highest retention in professional services

A small business CPA client worth \$1,500/year staying 8 years = \$12,000 lifetime value. A campaign generating 15 new business clients = \$180,000 in lifetime revenue. The compounding referral value (each client refers 2–3 others) multiplies this further.

uFire

Ready to Turn Your Community Into Your Marketing Team?

Join the cpa / bookkeeper owners in Provo who are already growing through community ambassador marketing.

ufire.ai/brands/cpa-bookkeeper

No contracts. Pay per post. Cancel anytime. 80% to ambassadors.