



ACCOUNTANTS ADVISORY GROUP, LLC

Marketing & Lead Generation for the Cannabis Industry

TARGET MARKETING + LEAD GENERATION SOLUTIONS TO GROW YOUR CPA FIRM



Joanna Castle

Marketing Consultant, Digital Marketing & Social Media
Accountants Advisory Group, LLC

Joanna Castle is a Digital Marketing and Social Media Consultant with Accountants Advisory Group. Joanna specializes in assisting accounting and advisory firms develop their professional brands through strategic marketing and digital communications, website, and social media management, email marketing, thought leadership, and event planning. With experience in business development and lead generation, and project and account management, Joanna coaches' professionals in social media best practices, including LinkedIn, Facebook, Twitter, and Instagram.

She also assists clients with blog writing and publishing, email marketing strategy, graphics design for social media, personal branding, and she is experienced in online business tools, including CRMs and cloud storage platforms. Her background includes a position as a Social Media Marketing Coordinator, a recruiting professional for the tech industry in Silicon Valley, the founder of a business to assist college students with organizational skills, and as an assistant teacher at an elementary school.

Since 2016 Joanna has assisted accounting and advisory firms develop brands and specialty practices for the cannabis and hemp industries. As a marketing consultant in Accountants Advisory Group's The Growth Zone®, she is very knowledgeable regarding industry news and updates, marketing and branding strategies, website design, lead-generation, event planning, email marketing campaigns, and cloud storage solutions with Google Drive. Joanna's work has generated increased brand recognition and business development opportunities for numerous accounting professionals.

A graduate of Denison University, Joanna earned a B.A. degree in Communication and Education.

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**ACCOUNTANTS
ADVISORY GROUP**

CONSULTANTS TO CPA FIRMS

Accountants Advisory Group, LLC is a strategic advisory firm that incorporates state-of-the-art practice management, marketing, lead generation and human capital strategies to grow and maximize the value of CPA firms.