

A PracticeWEB guide to... Making the most of your Autumn statement

The Autumn Statement is fast approaching and the Client Services Team is working hard to provide a comprehensive and seamless delivery of information following the announcements.

In this free PracticeWEB guide, Head of Client Services, James Scanlan runs you through some ideas for using your Autumn Statement content.



What can you do with the content?

Website clients

Press releases

Turn news stories into your own comment and press releases. Cut text from articles, add your own comment on the matter and send to the press. If you're doing this why not add the content of the press release to the "news" section of your website, it makes for a great personalised update to your website.

Blogs and social media

Those news stories that we provide you with on the day, and the day after are also great blog content so why not tailor those slightly if you're not going to use them as press releases or better still do both.

Again we will be providing and up to the minute Tweet resource, detailing the announcements as they are made. All you've got to do is copy and paste those which you want to use from our website into your Twitter account.

News wire

Why not maximise the impact of this and get your registrations up-to-date in the coming weeks. If you need to bulk upload lots of users then speak to a member of client services who can help you with this - but don't wait until the last minute.

DONT FORGET:

»Printing

Don't forget the old fashioned method of printing copies for your reception, partners and staff (additional copies for their briefcases and auditcases are always advisable), and posting copies for client who'd prefer hard copies is something you shouldn't overlook.

Business and tax pack clients

Send the report in an email

Set up a mailing list/user set and email out a copy of your PDF when you receive it.

You can set up most of the introductory text for the email and add in specific highlights once the announcements have been made.

Email copies to your professional referrers and pull out some main areas that their clients should be aware of and more importantly how you can help them.

Again much of this can be prepared in advance but why not really add value to this by offering something like a free non-obligatory meeting with their clients.

What will you get in your Autumn Statement?

Website clients

- News stories uploaded on your site throughout the day and the next day
- A special newswire sent to your list of clients
- A comprehensive online guide to the announcements hosted in your resources area

Business and tax pack clients

- A designed, branded, PDF guide to the Autumn statement, delivered to your inbox the day after

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