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## Importance of Accounting Marketing in Post-Corona era

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### ABSTRACT

Accounting marketing is an interdisciplinary field that focuses on strategic marketing investments through accounting accuracy and efficiency. Accounting marketing actually means marketing in accounting, which means implementing the principles and rules of marketing to promote accounting and related services. In order to shorten the combination that is actually the keyword of this article, in this paper is used accounting marketing instead of marketing in accounting. Nevertheless, accounting marketing is still in its infancy. In this article, while examining the concepts of accounting marketing, its role in the period before and after Corona is discussed. Accounting marketing strategies are also reviewed and the key to organizations' success in using them is explained. Finally, an eight-step plan is presented to succeed in implementing accounting marketing strategies. As a general conclusion, it is suggested some organizations as well as accounting consulting companies study the steps of this plan for changing and unfavorable conditions of the post-corona period and use benefits of accounting marketing, effectively.

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## 1. Introduction

When we look back at 2020, what will we remember? COVID-19, sure. Cancelled conferences, closed offices, and the rise of “unprecedented” and “new normal” in our vernacular. The coronavirus pandemic changed the game for everyone, but we’d be missing the beat if we didn’t take a minute and look at the opportunity for growth. The COVID-19 crisis is taking an unprecedented scale (Parviznejad & Akhavan, 2021). The COVID-19 crisis is affecting consumer behaviour and thus the way in which marketing can be used (Nahaei, Novin, & Khaligh, 2021). In such a situation, market accounting are important for both hypermarkets and net markets to improve the best (Nahaei, & Bahrami, 2021). Thus, accounting marketing plays a major role in determining the state of markets and identifying their financial uncertainties (Nahaei, & et al., 2021), (Parviznejad & Bahrami, 2021).

COVID-19 has pushed a lot of accounting firms into “firsts”- first webinar, first e-newsletter, first video, and first tweet and so on - and I love it. Another first that’s happening is partners are looking around and talking about the concept of digital marketing. When they can’t meet with clients' face-to-face, lead generation must happen somehow, and it’s happening online. To capture those leads and remain relevant, firms must invest in technology that will connect the dots between their e-newsletter, website, social media, SEO and more. This shift means that partners are now engaging with their marketing departments or outsourced marketing partners in new and exciting ways (Campra, & et al., 2020).

As these marketers emerge from the trenches of COVID-19 communications, they will have new expectations thrust upon them as the tools and resources they have asked for - in some cases, for years - are now available to many of them (Mosca, & et al., 2021). Accounting marketing is evolving from a geographically limited, relationship-driven discipline to a multifaceted, expertise-based strategy that leverages technology and scientific techniques to target specific audiences across a wide area. This new approach can have a major impact on a firm’s reputation, visibility, new client acquisition, service offerings, pricing, client retention and recruiting (Opute & Madichie, 2017). Accounting and marketing functions work hand-in-hand because one of the four main components of marketing is managing pricing strategies. Therefore, an accounting department must work closely with the marketing department to determine how different price points that affect sales change profit margins at different sale volumes. An accounting department, for example, can monitor the efficiency of sales promotions initiated by the marketing company. A marketing campaign might be successful in terms of gross sales, but the accounting department might determine that the cost of the campaign was too high, based on the company's return on investment (Dyhdalewicz & Widelska, 2017).

Given the importance of profit and loss analysis in companies and in the post-corona situation, it is necessary to pay more attention to accounting marketing. In this article, while examining the concepts of accounting marketing and examining its success and failure, we identify accounting marketing strategies and explain its importance and position in the pandemic era.

## 2. What is Accounting Marketing?

Accounting marketing is an interdisciplinary field that focuses on strategic marketing investments through accounting accuracy and efficiency. The firms that spend the most on marketing don’t always necessarily dominate their industries. Instead, firms that carefully invest their marketing resources will experience better results. This is vital for small to medium sized businesses because it allows them to compete with national chains and competitors. Marketing is often confused with sales and business development. Sales is the process of understanding a specific prospect’s needs, offering a specific set of

services to address them and convincing the prospect to purchase the services. Marketing, on the other hand, is the process of understanding a market's needs, tailoring your offerings to those needs, generating awareness for a firm's services and encouraging qualified prospects to reach out and request more information. Or more simply, marketing is about generating qualified opportunities. Sales is about turning those opportunities into clients (Kraus, & et al., 2015).

Accounting will always be a part of every business activity and the branch of marketing is no exception. Accounting marketers can track the movement of sales, analyze marketing activities and carefully allocate funds. They continually evaluate and report on the financial statuses of online and traditional marketing campaigns. Accounting marketers use financial data to provide valuable feedback to both marketing and accounting managers (Opote & Madichie, 2016).

As a result, business leaders can save money and better direct funds into appropriate marketing activities. Marketing managers usually secure and define their budgets. They specify the break-even, gross revenue and market share goals with sales managers. Together, these business leaders will create financing strategies and marketing cycle milestones. Their ultimate goals are to enhance customer lifetime values and gauge the customers' long-term economic worth.

While there are very degrees designed specifically for accounting marketers, students can major in accounting and minor in marketing, or vice versa. Students may also select an interdisciplinary degree that allows them to individualize their degree. An individual program of study in accounting and marketing will provide students with equal emphasizes on the knowledge and competency areas needed to succeed in their future jobs. These dual degree programs will provide students with plenty of business classes, such as financial management and legal environments (Bendle & Wang, 2017).

The former will examine the finance functions of firms, such as capital budgeting and long-term financing, while the latter will introduce critical legal concepts, such as contracts, federal laws and product liabilities. Process management will focus on reaching and maintaining business excellence through tactical planning and quality-driven day-to-day operations. Strategic management will expound on how to establish objectives and execute controls on an enterprise-wide level (Oakes & Oakes, 2012).

As part of these degree programs, accounting marketing students will learn about consumer behaviors, marketing research, advertising communications and the psychology of decision making.

Marketing and accounting may behave like opposing camps in many organizations - and it's often true. From the marketer's perspective, accountants are the ones who say no to those big, audacious campaigns, and they're the ones without a single creative bone in their body. Accountants, on the other hand, may view marketers as manipulative or flaky. In contrast to the bottom-line-focused, deadline-driven approach needed to keep a company's financials updated and materially correct, marketers may come across as an over-zealous bunch eager to do things without any real grasp of how much a new ad campaign is costing, or whether it's actually effective (Cengiz, & et al., 2020).

Marketing and accounting both have the same overall goal: to see their organization thrive and succeed, and both do this via communication.

The purpose of accounting is to communicate the results of financial transactions between an organization and the outside world. They communicate these results by means of financial statements that are used by executives and leaders within an organization and stakeholders such as bankers, investors, and other interested parties to help them make decisions (Schröder & Hruschka, 2017).

Marketing communicates with the outside world so that prospective buyers are aware of an organization's products and services. Their efforts address the many levels of prospect awareness, from

those who are unaware that they have a problem to those who are ready to purchase, and just want to negotiate terms. Marketing helps people find solutions to problems and to decide which solution is best for them.

### **3. Accounting Marketing and Post-Corona**

As these marketers emerge from the trenches of COVID-19 communications, they will have new expectations thrust upon them as the tools and resources they have asked for - in some cases, for years - are now available to many of them. Accountants are coming to the aid of doctors and health care organizations who are dealing with not only the COVID-19 pandemic and its variants, but also with changing tax laws and accounting standards. Along with rampant inflation in the costs of goods, labor shortages are also a factor in the health care profession as in other industries, even as some workers risk losing their jobs for refusing to be vaccinated despite being intimately aware of the dangers of catching COVID-19. The new lease accounting standard, which will put operating leases on the balance sheets of many companies for the first time, is another worry for health care organizations. The standard took effect for public companies in 2019, but was delayed by the Financial Accounting Standards Board twice for private companies and nonprofits, most recently because of the pandemic (Larrinaga & Garcia-Torea, 2021).

For example, in USA, employment increased by 210,000 in November, and the unemployment rate declined by 0.4 percentage point to 4.2%, the U.S. Bureau of Labor Statistics reported Friday, but the job gains fell well short of economists' expectations of 573,000 jobs, and a big slowdown from the 546,000 added in October. The main job gains occurred in professional and business services, which rose by 90,000 jobs, including 7,600 jobs in accounting and bookkeeping services, as well as the transportation and warehousing, construction and manufacturing industries. On the other hand, employment in the retail trade sector declined in November. Average hourly earnings increased by 8 cents to \$31.03. The change in total nonfarm payroll employment for September was revised up by 67,000, from a gain of 312,000 to 379,000, and the change for October was revised upward by 15,000, from 531,000 to a gain of 546,000 jobs. (U.S. Bureau of Labor Statistics Report, 2021)

What we found was that many accounting firms were well placed to manage the disruption that accompanied COVID-19. According to our Accounting Market Pulse report, firms appeared to be in reasonable financial shape before the pandemic took hold, expecting moderate profit growth in 2020. And years of investment in technology meant their people could easily work from home and deliver much needed support to clients without any major issues. In fact, accounting firms were amongst the first adopters to direct staff to work remotely and ensure their people were safe. However, the pandemic also highlighted some strategic gaps. There was a notable absence of preparedness in business continuity plans for a major disruptive event like COVID-19, particularly among some mid and smaller sized firms. Ensuring that these plans are in place is a learning that I am sure applies to many industries and businesses. Another encouraging area of focus is that firms were already looking closely at how to deliver flexible work arrangements. In fact, the vast majority already offered it prior to COVID-19 and it's a top priority going forward. Firms are also paying close attention to the mental health of their people with the majority introducing wellbeing initiatives following the outbreak. Like many other businesses, accounting firms appear to be speeding up all things digital (Kumar, & et al., 2020). The top three areas that firms are looking to change as a direct result of their COVID-19 experience all focus on digital transformation:

- Increasing digital service delivery,
- Keeping staff working flexibly
- And investing more in technology and cybersecurity.

It was encouraging to see that accounting firms have a positive view of business conditions over the medium term, albeit that they expect the improvement to be gradual. It wasn't surprising to see confidence had dropped sharply as the COVID-19 situation developed, however, firms expect a strong recovery in two years' time. As a result of the extreme consequences on the operations of specific organizations due to COVID-19, relevant initiatives have been (or are planned to be) adopted by states, agents, or other related agencies in many countries to assist entities. However, all initiatives are not the government grants. Organizations should closely analyze interventions and assess the criteria for the respective accounting procedure (JABIN, 2021).

COVID-19 has brought a pressing need to enable remote work at scale across all industries. As a result, accounting firms (known for in-person client experiences) are facing unique challenges. In accounting, top line revenues are still driven by chargeable hours, thus making it extremely important to maintain and enhance employee productivity while working remotely. Accounting firms are also realizing that the post-pandemic world will focus on delivering more value to customers at lower cost, redefining the workspace, creating new technology-driven services and responding with agility to regulatory changes. The pandemic is essentially acting as a digital accelerator for accounting firms, driving a paradigm shift from brick-and-mortar to digital ways of work, in turn enabling growth, optimizing costs and improving the experience for employees and customers. However, responding to pandemic-induced challenges will require accounting firms to rethink business and operations models through a technology lens. Four key aspects where technology will play a role in defining the future of accounting are future-proofing, recalibration, productivity, and trust (Jinjarak, & et al., 2020).

In the post-COVID-19 world, employee productivity will be impacted by three key aspects: well-being, remote readiness and reskilling.

According to the Institute of Chartered Accountants in England and Wales (ICAEW), nearly a third of accountants (30.4 percent) suffer from mental health issues. More than two in five (43.5 percent) of accountants believe their job was a key contributor to their poor mental health (ICAEW Accountants Report, 2021). With COVID-19 making safety and the health of all employees a key priority, accounting firms will need to place more emphasis on mental well-being. Besides employee well-being, accounting firms will also have to shift their focus from in-person collaboration to remote work readiness in order to drive higher productivity. Organizations will also have to accelerate their digital learning journeys by investing in learning platforms and embracing technologies like AR, VR and mixed reality. The post COVID-19 market will become more competitive and the pressure will be felt by all employees. It's important to draw the right balance between performance and well-being to avoid any long-term impact on productivity.

Accounting organizations need to gear up for a long period of uncertainty and post-pandemic change by building resilience in systems and people to withstand current and future shocks. They must be adaptable to build business models which could be easily tweaked, launch new services, and target new segments with agility — all while ensuring superior customer experience. Accounting firms that have already made significant investment in digital technologies were able to pivot well during the COVID-19 crisis; those that are still heavily reliant upon archaic infrastructure were not as fortunate. In the near future, technology will be a great leveler to open up the market to all deserving players. Accounting firms that make the right investments in technology and in driving effective change management with a “people-

centered, machine-first approach” to build a resilient, adaptable and purpose-driven core will be better positioned to rise against the COVID-19 tide (Maulana, 2020).

#### **4. Strategies for Accounting Marketing**

It takes an integrated team to build a successful modern marketing program. Many firms are already accomplished traditional marketers, but success today requires additional skillsets attuned to today’s increasingly digital marketplace. You can build this team in-house or you can source it to outside experts. Either way, they will need to work in concert with your leadership and subject matter experts to establish a productive rhythm. In the past, marketing was more of an art. We talked about messaging, how something looked and how our firm was represented. Now, the data is driving the conversation. Your marketing needs to harness that data and use it to your advantage. Especially for accounting marketing, the strategies reflected the organization's position in relation to market financial conditions. Marketing departments can give accounting department's business forecasts, which assist accounting in allocating resources effectively. Marketing may also provide accounting with information regarding which products or services are best sellers. The two departments must also work together in order to budget for future marketing campaigns. Accounting departments and marketing departments keep management apprised of the success of specific marketing campaigns, which helps management create future strategies (Opote & Madichie, 2017).

Marketing and accounting are essential functions within a successful organization, and while they each have their own separate tasks, there are many areas where contributions are needed from both areas. For example, financial projections and company planning are often based on anticipated levels of marketing activities. Annual reports that communicate company results with stakeholders are a joint project between accounting and marketing. Accounting provides the numbers, while marketing provides a narrative that puts those numbers in the context of company accomplishments and the external business environment. Accounting can keep marketing focused on cost-effective campaigns that demonstrate a positive ROI. The accountants can also help in determining the best timing for a particular marketing spend, and ensures that marketing expenditures are appropriate and within budget. Accountants can help marketers take a data-driven approach for assessing campaigns and communicate those results with company decision makers (Xu, & et al., 2021). Marketing can help accountants raise their heads above their beloved spreadsheets to see the bigger picture of what an organization is trying to accomplish. They can help accountants connect the financial results to overall company goals in their communications with the board and executives. And they can help accountants see their number-crunching in a more creative light. Behind every great strategy is a clear understanding of four things: 1) the marketplace, 2) your audience(s), 3) your competition and 4) your firm. Once you have a grasp of each, you can design a marketing strategy that delivers compelling messages to the right people through the right channels. What kind of strategy do you need? That depends on your goals. Here are the four most common types:

- Market strategy: The tools and techniques you need to reach your target audiences and referral sources.
- Growth strategy: Position your firm in the marketplace to maximize your growth potential.
- Brand strategy: Build a differentiated brand that will expand your visibility and reputation so you can become a well-known, easy-to-refer leader.
- Content strategy: Leverage your firm’s expertise to develop a high-credibility, lead generating thought leadership platform.

Accounting marketing strategies are belong to the following categories:

#### **4.1. Strategies for Research**

Research can benefit professional services firms in multiple ways. Most of us are familiar with using research as a source of insight into target markets and buyer behavior. The benefits of this type of research are evident in the accelerated growth rate and increased profitability enjoyed by firms that do regular research on their target audiences. But the benefits of regular research don't end there. The growth of content marketing and thought leadership marketing strategies set the stage for another very compelling benefit. Research is arguably the most effective type of premium content. There are many types of research that can be adapted to the needs of a modern professional services firm operating in today's dynamic and unpredictable marketplace. By understanding the strengths and uses of each type, you can make the choices that are best for your unique situation (Eppler & Mengis, 2003).

Research requires a range of specialized skills, including survey design, interview skills and data analysis. It's invaluable for uncovering the opportunities that lie hidden in the marketplace. The most important of these strategies are about Brand research, Client & prospect research, Competitor research, Market research, Client satisfaction research, Client journey research, and Client personas research.

#### **4.2. Strategies for Branding**

Branding is an opportunity to differentiate your firm and many accounting firms miss it completely. In fact, differentiation is the top marketing priority of high-growth firms. A full branding program consists of three basic components (though different branding agencies might break them down differently):

- **Setting your strategy:** Before you tackle your visible brand, you need to lay a strong foundation. Do the due diligence to understand your marketplace and define a clear position for your firm that separates you from key competitors. If your firm is large, you may need to think about how each practice area will compete, and how each division fits into a larger brand architecture.
- **Creating your brand identity:** You may have heard that your logo is not your brand. But it is a critical proxy for your brand, a visual identifier that is inseparable from your business. So it pays to get it right, and create (or modify) a logo that supports your positioning and differentiates your firm from similar competitors. Your brand identity will also address your tagline (if any), stationery and brand style guidelines.
- **Building your brand tools:** This is the component of a rebranding where you apply your new brand to the suite of tools you use to market your firm, including your website, brochures, pitch decks, tradeshow materials and more.

Depending on your situation you may need to take your firm through the entire program or just parts of it (Oldroyd, 1994).

#### **4.3. Strategies for Online Marketing**

At the heart of any modern accounting marketing program is a broad set of online tools, techniques and skills used to attract and engage prospects. Here is just a sample:

- Content marketing planning and implementation
- Landing page design
- Search engine optimization (SEO)
- Social media strategy and deployment (LinkedIn, Twitter, YouTube, Facebook)
- Email marketing

- Analytics (web, email, social media, SEO and more)
- A/B testing
- Web video
- Pay-per-click advertising

Each of these disciplines is complex, with technical and strategic components that can dramatically affect the performance of your campaigns. If you want to manage some or all of your online marketing activities in-house, be sure your team gets professional training to ensure you are getting the most out of your investment. In addition, your program can only perform at its peak if you understand how buyers of accounting services think. The way your services are found, evaluated and purchased have changed in recent years (Schwarzl & Grabowska, 2015).

#### **4.4. Strategies for Graphic Design**

Look at ten of your competitors' websites and you'll see the problem right away: most accounting firms look very much alike to the outside world. If you fit into this mold, it can hurt your business. If you don't stand apart, visually or some other way, you blend into the crowd. In a world of "me-too" brands, design offers a tremendous opportunity to stick your neck out and create a differentiated look. (Is this any riskier, after all, than looking like a carbon copy of your competitors?) And when well executed, design can create an impression of authority and credibility. Design, of course, is only as good as the strategy behind it. Your design needs to perform. Work with a designer or agency who not only understands your firm and its positioning, but the larger industry context that it will fit into. Ultimately, it has to make sense to prospective clients and convey a compelling, persuasive message (Jedlicka, 2010).

#### **4.5. Strategies for Writing**

Writing on accounting topics can be a challenge. On the one hand, you want to write in clear, simple prose so that clients from a variety of backgrounds can understand you. On the other hand, many of the regulations you need to explain are drafted in opaque, highly technical language. Many firms struggle to translate arcane concepts into easy-to-understand advice. The solution is to hire professional writers, former journalists are ideal, who have a background in accounting, legislative reporting or financial issues. These professionals can interview your subject matter experts and review relevant documents, then turn your ideas into simple, precise and engaging language. If they are supporting a content marketing strategy, your writers will also need a solid understanding of SEO so that any blog posts, guest articles and other Google-facing materials are optimized for online search (Lopezosa, & et al., 2021).

#### **4.6. Strategies for Website Design and Development**

Your website is the central hub for your marketing strategy. Over 80% of your prospects will visit it to learn about your firm. And the quality of your website is also a top reason that prospective buyers rule out a firm, often before they even reach out. In a content marketing-driven marketing program, the kind favored by most high-growth firms, it is the source of high-quality leads and the engine that powers a sophisticated lead nurturing system that takes prospects from initial contact to eventual sale. A website is a complex ecosystem, which is why most accounting firms look to outside agencies to build theirs. To create a modern lead-generating website you're going to need a spectrum of expertise: online marketing, user experience, graphic design, writing, SEO, web development and analytics. In addition, your team needs more than a passing understanding of the accounting industry and its buyers so that



your new website differentiates you and speaks with authority to your buyers, potential partners and prospective employees (Fan & Tsai, 2010).

#### **4.7. Strategies for Video Production**

Video is fast becoming a marketing staple. Why? According to one study, 59% of users prefer to watch a video over reading text. It's engaging and perfectly suited to today's YouTube-infused world. If nothing else, it caters to a very real segment of your audience who prefers to consume information that way. We're seeing video being used by accounting firms in a lot of different ways. It's a great way to capture clients' experiences — what's more powerful than watching a flesh-and-blood client praise your firm? Video is an ideal medium to introduce your firm, as well. In a single, well-produced overview video you can combine client testimonials, interviews with your principals and shots of your team in action. You can also use video to introduce key members of your team, describe individual services, introduce prospective employees to your office and culture or demo a software product. Video can be live action (to express your human side) or animated (to illustrate a point or complicated concept). Producing a professional-quality video is not a trivial exercise. It takes a suite of skills: concept development (and sometime storyboarding), script writing, lighting, takes a team of professionals, video production and editing to produce a high-quality piece, but in certain situations a talented individual can pull it off. Of course, your videos will need to be consistent with your brand. You may even want to develop an opening and/or closing animation to add a finishing touch to your videos. (Costa-Sánchez, 2017).

### **5. Discussion**

Based on studies in post-corona conditions, accounting marketing is definitely one of the most important approaches for organizations. Accordingly, a plan for accounting marketing is proposed, by which organizations can take the best advantage of the marketing opportunities of their financial components and accounting documents. This plan has eight steps.

In the first step, conduct a situational analysis. For this purpose, Identify where you're accounting firm is at now. Some questions that need to be answered after rejecting this step are:

- What services do you offer?
- What differentiates your firm from competitors?
- How are you marketing your firm?

In the second step, determine your goals. The questions are:

- Where do you want to be?
- Do you want to attract more clients?
- Gain more profitable clients?
- Prep your firm to be sold?

Whatever your accounting marketing goals are, write them down. Make sure to make them S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Time-based).

In the third step, define your target audience. Based on your goals, who do you need to communicate with? Is it your:

- Current clients?
- Potential clients?
- People searching the internet for a new accountant?

Once you define your target audience, you'll also need to identify the best method to reach them (e.g. online, social media, email, direct mail).

In the fourth step, develop your budget. Identify how much time and money you can devote to developing your strategy. For this consider:

- The amount of time you can dedicate to implementing and managing your marketing;
- The investment you want to make into your firm's marketing;
- How much knowledge you have about effective marketing strategies;
- The amount of time required to see a ROI from your marketing.

In fifth step, determine your strategies. Identify how much time and money you can devote to developing your accounting marketing strategy.

In sixth step, create marketing content. Advertisements, direct mailers, your website, emails, all require content. Once you determine the channels in which you'd like to market your firm, you'll then need to put pen to paper (or hire a professional).

In seventh step, execute your accounting marketing plan. Once **you have** crossed your T's and dotted your I's – get the campaign started! Put the direct mailers in the mail, press "send" on that email promotion, post that signage, and get social!

Finally, in eighth step, track and repeat! The most important step of all is measuring your accounting firm marketing. You want to know if what you're DOing is working – or it's simply a waste of money. Use tracking phone numbers on your materials or ask people how they heard about you to see which campaigns are best.

## 6. Conclusion

This paper investigates into financial returns and accounting marketing during and after the pandemic period. Focusing on the accounting marketing concepts, we first study the financial returns and marketing results for accounting before and after the COVID-19 outbreak. Then, we concentrate on the post-outbreak period and dig into the effects of epidemic infection scale and public attention about the pandemic on accounting marketing. Next, we investigate some useful strategies for accounting marketing for firms. Finally, we proposed an eight-step plan for firm's success in accounting marketing in post-corona era.

we found that the accounting marketing is still in its infancy. Many firms still do accounting and marketing processes in the classic way. There is a close relationship between accounting and marketing. As an accountant or owner of accounting software, we can combine both methods and do marketing process! Yes! This article is about accounting marketing. The term accounting marketing may be questionable at first. Is Accounting Marketing Traditional or Digital? Which subset is it?! "Accounting marketing" actually means "marketing in accounting", which means "implementing the principles and rules of marketing to promote accounting and related services." In order to shorten the combination that is actually the keyword of this article, we used "accounting marketing" instead of "marketing in accounting". In general, any activity that is done in relation to the customer, meeting more of the financial needs of customers and thus earning more money in the field of accounting, is called accounting marketing.

With the advent of Covid-19 conditions for digital businesses flourished. Hence one of the best opportunities for accounting marketing boom. Home-based people, virtual businesses, and the continuation of telecommuting activities have provided the opportunity for accounting marketing, which

in the post-corona era played an important role in communicating with customers, creating the right infrastructure for the financial situation and meeting the financial needs of the companies.

The most important post-corona strategies are related to the development of e-business and consequently digital marketing. Accounting marketing is also the best option for such situations. Introducing accounting marketing strategies, especially in relation to e-business, we presented an eight-step plan for success in accounting marketing. By following these steps, organizations can succeed in marketing accounting service activities in relation to their customers. These steps are based on the strategic goals of the organization, improving the accounting and marketing processes position and success in the post-corona era, which has caused many organizations problems. By studying this article and its proposed plan, researchers can provide the necessary strategies for the success of accounting marketing and suggest appropriate methods to improve its position in organizations.

## **Conflicts of Interest**

All co-authors have seen and agree with the contents of the manuscript and there is no financial interest to report. We certify that the submission is original work and is not under review at any other publication.

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