



TERRELL & TERRELL, CPAS, LLP

SOFTWARE • CONSULTING • TRAINING • DEVELOPMENT

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Terrell & Terrell, CPAs, LLP Conducts Social Media Training

Dallas, TX –March 18, 2009 – Terrell & Terrell CPAs, LLP, a leading professional services firm specializing in Sage Accpac ERP, recently hosted a learning session on how to incorporate social media into a sales and marketing plan. The session was led by Scott Cytron, president of Dallas based Cytron and Company.

“Clients today want to know who they are working with and with whom you have worked,” said Brian Terrell, CPA and founder of Terrell and Terrell. “This next generation of Web tools goes beyond your standard Web site and gives clients and prospective clients access to information they have never had before. We see how the internet can completely change the way we market our business. Scott Cytron provided an excellent presentation that really opened our eyes.”

Attendees learned how to incorporate sites such as LinkedIn, Facebook, and Twitter into both a corporate marketing and personal marketing plan. The value of word of mouth advertising and client recommendations coupled with the benefits of social media are astounding. Sites such as LinkedIn also help with Internet search engine rankings.

“Everyone is responsible for marketing our firm,” said Brian. “We cannot have this expectation if we do not provide the opportunity for our employees to learn.”

Attendees included employees from Terrell & Terrell, CPAs, LLP; CodePartners; Montgomery Coscia Greulich LLP; BTICG, LLP; and Tipping Point Advisors.

About Terrell & Terrell, CPAs, LLP

Terrell & Terrell, CPAs, LLP is a non-traditional CPA firm that specializes in software technology. They are business advisors dedicated to a philosophy of creating measurable success for client companies in the mid-market. Terrell & Terrell has been a Sage Business Partner since 1992, and has grown into a leading Sage Accpac ERP vendor in North Texas. They credit their growth to successful long-term partnerships with client companies. With less than 1% client attrition, Terrell & Terrell promises that customer value will always be the core of their business model. The Terrell & Terrell difference is displayed through service, response time to your requests, and passion to deliver sustainable winning results. For more information, please visit www.bterrell.com.

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