

Massey Consulting Launches Webcast Series for CPAs with 'CPAs and Social Media'

RALEIGH, N.C., Dec. 4, 2012 (SEND2PRESS NEWSWIRE) – Accounting software specialist, Massey Consulting (www.masseyconsulting.net) will be launching its educational webcast series for CPAs with the session “CPAs and Social Media” presented by marketing strategist Dawn Westerberg.

Massey Consulting provides accounting software products and services and works with CPAs in assisting their clients with software selection, implementation and services.

“We do not compete with CPAs, but rather compliment the services they provide their clients,” said Massey Consulting Principal Philip Massey, CPA. “In sponsoring these educational sessions, we want to help CPAs become more familiar with the latest technological tools and platforms.”

The session, which is eligible for CPE credit, will take place on Thursday, December 20 at 2 p.m. EST. There is no cost to attend, but registration is required. Those interested in attending may register at this link <http://socialcpa.eventbrite.com/> .

In the session, Westerberg will show how Social Media can benefit CPA firms and solo practitioners in much the same way (and with the same skills) that networking and word of mouth referrals can benefit business development. The session will provide advice on how to enhance online presence with clients, prospective clients and professional associates using social media sites such as Google+, LinkedIn, Twitter and Facebook.

About Massey Consulting:

Massey Consulting, based in Raleigh, N.C., specializes in accounting software consulting, selection, implementation, integration and support for Intacct Financial Accounting and Microsoft Dynamics GP. Massey Consulting's team of consultants provides customers a wealth of practical field experience gained as controllers, accountants, and information systems professionals in a wide range of business environments.

About Dawn Westerberg Consulting:

Dawn Westerberg – <http://dawnwesterberg.com/> – invites business owners to 'fall in love with your business again' through a sound marketing strategy that drives results and profits. Dawn Westerberg Consulting LLC assists companies in developing marketing plans that take full advantage of online and traditional marketing to create lead demand from ideal prospects. A Certified Duct Tape Marketing Consultant, Dawn is a frequent speaker at conferences throughout the country on the topics of marketing, social media, online presence, and blogging. With headquarters in Austin, Texas, she serves customers in the United States and Canada.

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