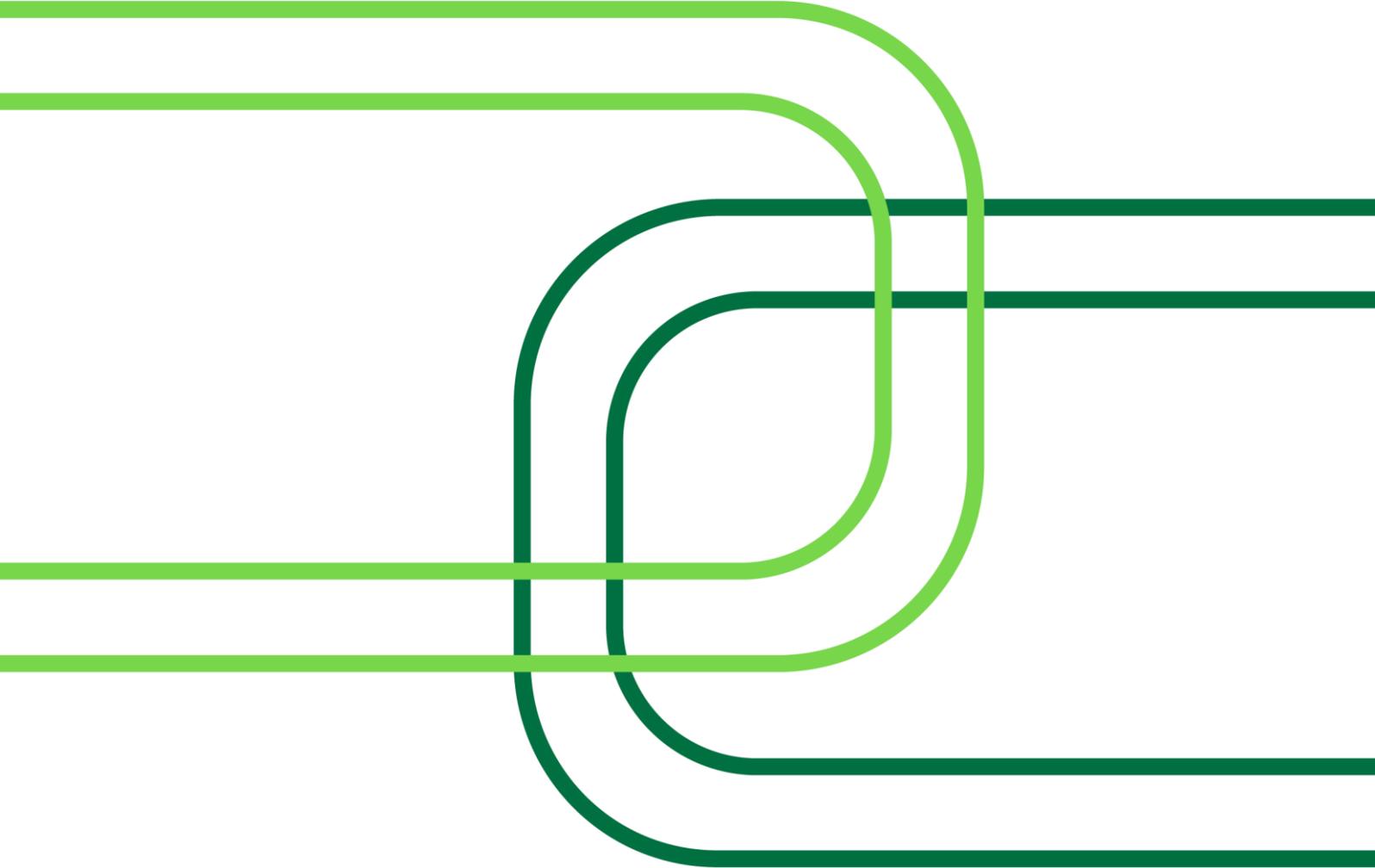


# UHY Global as a marketing tool

20<sup>th</sup> February 2025



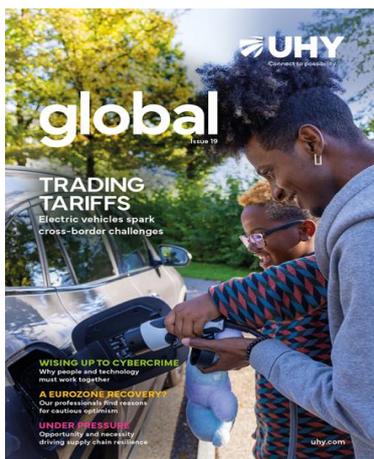
# Using UHY Global as a marketing tool

Published twice per year, UHY Global is UHY's flagship client facing magazine. It celebrates UHY across the world. UHY Global is a true representation of what UHY is about and gives our readers an insight on:

- How we work together globally
- Why clients like working with UHY member firms, celebrating client specific success stories in the network
- Global business trends and behaviours
- How our UHY experts deal with the client's challenges and how they bring solutions

## CONTENT

UHY Global usually features three or four key business articles, which can be used individually for separate marketing campaigns and social media engagement. [Electronic copies \(PDF\)](#) can be downloaded via the [UHY website](#) and the UHY Exchange Portal.



- Client case studies/ client stories are incorporated within UHY Global and also provided as separate PDFs on our website.
- Testimonials from existing satisfied clients are an effective way to establish credibility and trust by demonstrating what our clients value most.
- The case studies are often used on websites, in brochures, presentations, pitches/ tenders and other marketing materials.

Please support our editorial team, Flex to make UHY Global and our other publications a true representation of what UHY is all about. Contact [Felicity Sandford](#), UHY International marketing and brand manager. Let us know what the current hot topics and issues are for your clients, and the content you would like to see appear in future issues.

## HOW CAN I USE UHY GLOBAL AS A MARKETING TOOL FOR MY FIRM?

Your firm can use **UHY Global** as a marketing tool in printed and in electronic format (PDF). Printed copies are currently supplied to member firms upon request free of charge (subject to delivery fees). To request printed copies of UHY Global for your firm, or to change quantities, please contact [Evelyn Akinsanya](#), membership support executive.

## MEMBER FIRM SOCIAL MEDIA PACKS

Sample international content to use online and through social channels.

- To support the launch of **UHY Global** magazine, we provide sample social media channel posts and graphics, to help you strengthen your international credentials and membership of UHY.
- The client stories and key individual articles are additionally the UHY International social channels.
- The executive office will announce the availability of **UHY Global** on LinkedIn and Facebook.



## ELECTRONIC COPIES OF UHY GLOBAL (PDF)

- **Email to clients, potential clients, other business contacts and staff:** this can be best achieved by using a dedicated email marketing platform. By using such a tool, you will have access to design your own firm specific template. A few example email campaigns from other member firms are listed below.
- **Place on your firm's website,** along with your country's Doing Business Guide. This is useful to demonstrate to potential clients your firm's international capabilities and involvement with the UHY network.
- **Key individual articles available in PDF format from the UHY website** can be used for a targeted distribution to clients and contacts or added to the news section of your website/ newsletters.
- **Build on the international mind set** by distributing internally to staff to raise awareness of UHY.

## HARD COPY

- **Display** in your firm's **office reception** area and meeting rooms calling attention to your firm's international character to both visitors and your firm's staff.
- **Mail to existing and potential clients.** To show an international mindset, share information on global business developments, keep in contact with clients and prospects, and raise awareness of UHY.
- **Mail to business contacts,** such as lawyers, investment advisors, etc, as they are possible referrers of new business and need to be aware of your firm's capabilities locally and internationally; they may also forward this to their contacts if of interest.

For further assistance please contact Felicity Sandford, marketing & brand manager at the executive office, [f.sandford@uhy.com](mailto:f.sandford@uhy.com)