

# Accounting & Non-Accounting Strategies for Creatives

Accounting for creatives can be complex and frustrating. Most people in the creative industry know that coming up with big, bold ideas is the easy part of their jobs. Delivering these projects on time and within budget, while navigating the complexities of business operations and cash flow is where the true struggle lies.

Despite financial and profitability challenges being the common ground for many creatives working tirelessly in the creative/digital space, there are strategies that can enable streamlined agency operations. Whether it's accounting or non-accounting related, the following strategies will help creatives better grapple with their clients and their overall business finances. Here are 5 accounting and non-accounting strategies that can help creatives in the industry overcome all-too-common financial challenges.

## #1: Communication is key

Very few clients truly understand the creative process. Clients may want one thing and often expect deliverables immediately. The fast-paced nature of working in a creative agency means that a plethora of projects are occurring simultaneously. Communication between an account manager and the creative regarding the needs of the client is critical to the timely and quality completion of any assignment.

## #2: Be clear and upfront on invoicing

As day-to-day operations get busier and creatives struggle to catch a break, attention to invoicing and bookkeeping is a must to [ensure steady cash flow](#), which happens to be the lifeline of any creative agency.

Creatives are in the industry for a reason: they enjoy the creativity, freedom, and expression that comes with most of their work. And this should extend to the invoicing process too. Online accounting software like Kashoo is not only easy to use but also features professional-looking invoices that creatives can choose from to wow their clients.

## #3: Stay attentive to cash flow by tracking data

Creatives aren't traditionally the greatest at tracking their expenses and invoices and may even see it as a chore. But now, there are many better-designed software that won't get in the way of their workflow. Online accounting software can lift the heavy burden of bookkeeping off of creatives by automating the tracking of expenses and other admin work.

Kashoo's Smart Inbox [pulls a year's worth of your data transactions](#) the moment creatives sync their business bank account to Kashoo. Syncing data only takes a few minutes out of the day, and the transactions are carefully

organized and displayed on Kashoo's intuitive dashboard to help busy creatives learn and understand the agency's cash flow at a glance.

## #4: Really understand the data

Simply capturing financial records isn't enough. Take it one step further by analyzing the data to make better, more informed business decisions. The new Kashoo incorporates a Smart Inbox that utilizes machine learning (like [OCR receipt matching](#)) to take hold of your data and showcase it to creatives in a way that makes sense to them—not their accountants. By dragging and dropping an image of a receipt onto the dashboard, creatives can sit back and let Kashoo's software match the receipt to an existing transaction. It's that easy!

## #5: Know your tax deductions

Folks working in the creative agencies are busy. Whether it's brainstorming the next idea, handling changes to briefs, or user testing and conducting quality control on all design deliverables, creatives are busy bees who can get caught up on work and not focusing on the numbers.

With added work also comes increased expenses. Understanding which areas of the business are reimbursable is key for creatives. Kashoo's accounting software tracks the different categories that business transactions go into the moment they are synced into Kashoo's system. From advertising & marketing expenses to insurance, meals & entertainment, and cost of goods sold, there are numerous expense accounts that creatives might not know of—and that's exactly where Kashoo can guide you to the right tax deductions with minimal effort from creatives.

Start your 14-day free trial of Kashoo now. Go to [kashoo.com/trykashoo](https://kashoo.com/trykashoo).