

The background features a close-up of vibrant green leaves with serrated edges, set against a bright, slightly blurred sky. In the bottom-left corner, a portion of a blue plastic gear is visible, adding a mechanical or industrial touch to the natural theme.

PROVEN DIGITAL MARKETING SOLUTIONS EXCLUSIVELY FOR ACCOUNTANCY FIRMS

The logo for Insight Marketing is contained within a black rectangular border. It features a stylized lowercase 'i' with a dot, followed by the words 'nsight' and 'marketing' stacked vertically in a sans-serif font.

insight
marketing

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CONTENTS

INTRODUCTION	PAGE 2
STEP ONE Choosing the right partner	PAGE 3
STEP TWO The right package for your practice	PAGE 3
STEP THREE What process will Insight follow?	PAGE 5
STEP FOUR Your firm is unique, your design will be too	PAGE 7
STEP FIVE Stand out and save money with E-Brochures and interactive PDF's	PAGE 8
STEP SIX Email marketing for accountants	PAGE 8
STEP SEVEN Harnessing online opportunities in Pay Per Click and SEO	PAGE 9
STEP EIGHT Copywriting	PAGE 10
CONTACT US	PAGE 10
TESTIMONIALS	PAGE 10



INTRODUCTION

Do you get lost in the fog of options, websites, emails and digital marketing?

Are you keen to grow your accountancy business – but don't have the time, energy, inclination or experience to devote to online marketing?

You are not alone!

While a number of forward-thinking accountancy firms are taking advantage of the incredible power of digital marketing, the majority just don't have the time to either understand or implement online marketing strategies.

Yet in today's challenging economic climate, when businesses are fighting for every extra pound of profit, when they don't give a second thought to changing accountants to save a little on audit fees, accounts, tax advice charges or even general compliance work – your services may come under ongoing scrutiny.

So what is the answer?

We believe the first steps are perhaps the most important. Therefore we encourage simple next steps, enabling you to make a decision on how to move forward and who with. This prospectus sets out these steps and our vision of what progressive, future-focused accountancy practices could be doing.

This understanding is based on over 20 years experience working with and growing accountancy firms, with hundreds of testimonials to prove it.

I hope you find the information contained in this prospectus both useful and rewarding.

Carly Payne

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STEP ONE - Choose the right partner

For some its not easy walking through the minefield of design, let alone web design and digital marketing. Insight are not a mass marketing organisation and have no desire of creating an un-enjoyable giant, with queues of poorly designed, out of a box websites and no customer interaction. It is our goal to develop robust, intelligent and creative digital marketing solutions for partners who want to grow and contribute. We want happy customers and enjoyable working relationships.

To help achieve this and in the interests of our customers, we vet our customers or partners very carefully indeed. Sure some potential customers are put off by this: the reality is we were probably not right for each other. We believe in partnering with our customers: they know their business and market better than anyone. We know digital marketing and have over 20 years' experience growing and working hand in hand with our accountancy customers. Strength comes from relationships where those involved understand the benefits of adding value.

Qualification criteria

- No templates, every firm is different and your site should be
- Genuine interest in developing a long term relationship
- Willingness to add value into the partnership
- Support of fellow Partners, Directors or Managers
- Appreciation that when pushing the boundaries of design and technology sometimes things don't go as expected, we work with our partners to resolve, learn and grow
- Ability to respond to emails, proofs and example designs promptly and honestly
- Desire and a determination to embrace digital marketing
- Shared vision and value
- Minimum of £2500 per annum to invest in digital marketing

STEP TWO - Choose the right package for your practice

One of our corporate aims is to ensure that we support the growth of accountancy firms and therefore we respect the fact that one firms requirements will be totally different from the next. Equally we understand the pain that choosing the right provider and then the right solution can cause. Therefore we give firms the choice from 4 unique service packages, to ensure you get the right solution for your practice.



Bronze

The entry level solution for those who need a web presence at low cost – available from £69 per month



Silver

A customised digital marketing solution available from £135 per month for small to medium sized Firms



Gold

A comprehensive online/digital marketing solution for larger regional Practices available from £235 per month



Platinum - for those who demand perfection

A comprehensive online/digital marketing solution for Practices committed to ongoing digital growth POA.

Package	Bronze	Silver	Gold	Platinum
Description	Entry level solution that creates the right impression	Customised sites for the small to medium sized practice	A comprehensive digital marketing solution for larger firms	The advanced solution for the market leader with vision

Design				
Max Pages	4	10	20	30 +
Bespoke Design	✓	✓	✓	✓
Bespoke Content	✗	✗	○	✓
Enquiry Forms	✓	✓	✓	✓
RSS Feeds/Blogs	✗	✗	○	✓
Embedded Video	✗	✗	○	✓
Flash / Rich Content	✗	✗	○	✓
Lightbox / Carousel	✗	✗	✗	✓

Technology				
Hosted email	✗	10 users	15 users	20 users
Search Engine Optimised	✗	✓	✓	✓
Newsletter Signup	✗	✓	✓	✓
Website Tracking	✗	✓	✓	✓
Secure Client Area	✗	✗	✗	✓

Support				
Response Time	4 days	48 hours	24 hours	12 hours
Bespoke Design Briefing	✗	✗	✗	✓
Dedicated Project Leader	✗	✓	✓	✓
Dedicated Designer	✗	✗	✗	✓
Database of Profiled Company Records	✗	✗	500	1000

Marketing				
Email Marketing Lists	✗	✗	✓	✓
Monthly Newsletter	✗	✗	○	✓
Social / Affiliate Marketing Programme	✗	✗	✗	✓
E-Brochure	✗	✗	○	✓

Pricing				
Monthly Fee (excludes VAT)	£69	£135	£235 - no text £255 - partial text £275 - full text	£POA
Professional Bespoke Copywriting	price per hour	price per hour	See above	included
Relationship (years)	4	4	4	4
Fixed Prices	£1,795	£2,995	£5,995	£POA

✓ = included within this package; ○ = Optional (choose one of these); ✗ = not available

STEP THREE - What process will Insight follow?

You will receive a unique approach to your web design, development, and benefit from ongoing support wherever and whenever you need it

A website is the heartbeat of your marketing strategy; the hub around which everything else now circulates, so it makes sense to have a site that's as effective and efficient as possible.

Your website is the focal point of your sales and marketing strategy, generating you results. To ensure that all forms of marketing work in a unified and consistent way – direct mail, telephone, email marketing, seminars. We will harness the power of digital technologies to drive interest and traffic directly to your business or through a site designed specifically to convert visits to qualified opportunities.

Unlike many other website design companies Insight is in a unique position to assist accountancy firms. We already make over 40,000 telephone calls for accountancy firms and book hundreds of pre-qualified appointments for our clients every year. We are therefore in a privileged position in being able to see and measure the entire end-to-end process – from first contact to new client.

The result is not just nice looking designs, or rehashes of existing templates... they are great looking, but they are designed to sell.

An Integrated Online Marketing Strategy

For most accountancy firms, the thought of having a strategic digital marketing strategy is beyond imagination. Yet in today's rapidly moving, rapidly changing world, it's the innovators who make most progress. It's those with foresight and ambition who can create the differences in market perception – and become leaders in their field.

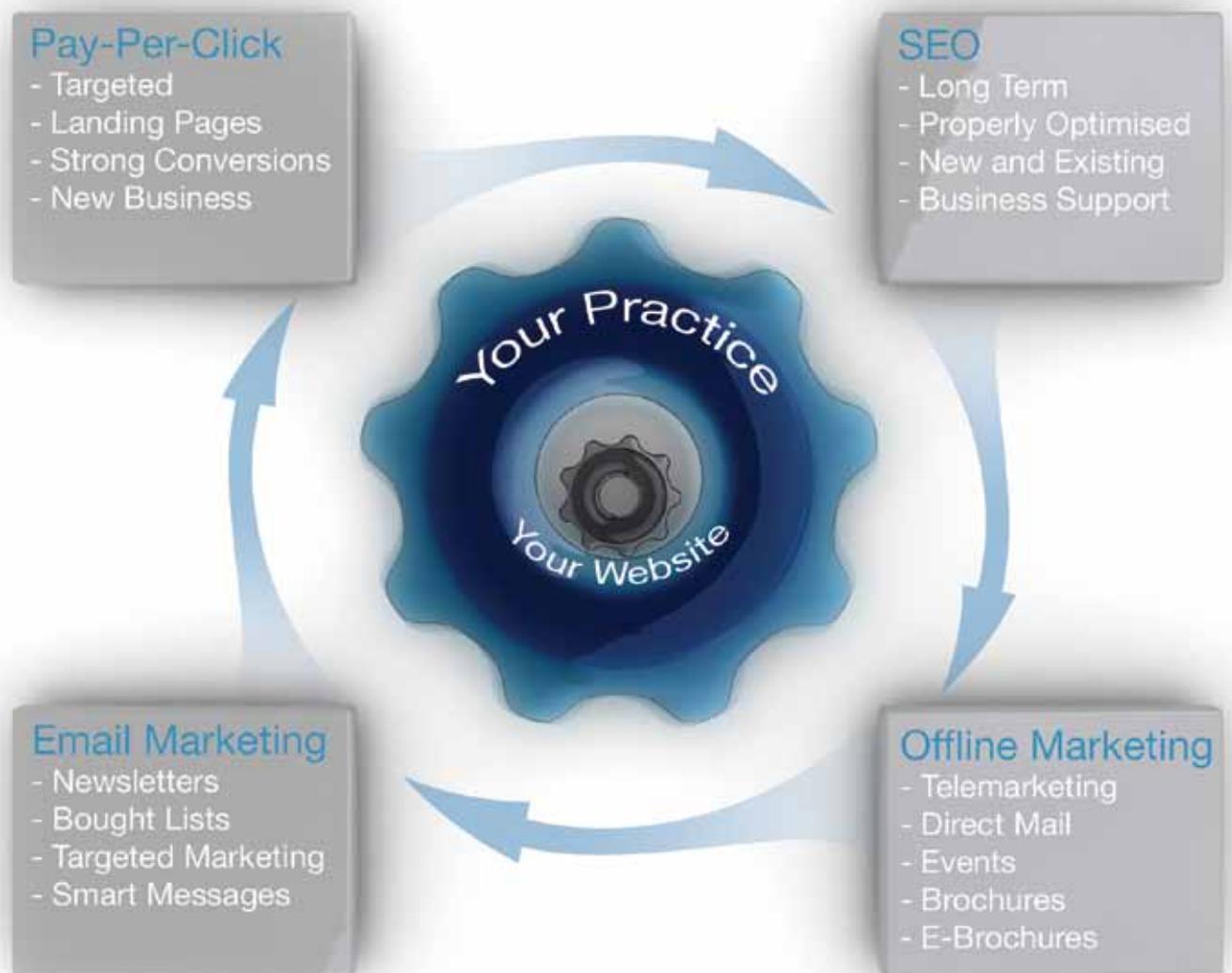
Having a digital marketing strategy will certainly place you in the top tier of UK accountancy practices and in pole position for growth and profitability over the next few years: whatever the economic conditions are for you and your clients.

These digital marketing strategies are based on our considerable expertise in Email, SMS, PPC and other online marketing techniques and provide a comprehensive solution which takes maximum advantage of the latest technology.

Most importantly, truly successful websites need to be updated, managed, developed and improved... so we now have a range of packages available to clients based on needs and budget.

OUR DIGITAL MARKETING VISION FOR ACCOUNTANCY FIRMS

This is our vision for you: that we can get your website to be the hub, the centre, of all your marketing initiatives... and optimise the site to deliver inbound marketing opportunities to your business.



STEP FOUR - Your firm is unique, your design will be too

We only provide firms with bespoke 'ground up' designs. Unique website design is essential in differentiating your firm from so many others and ensuring your digital marketing strategy delivers results.

Virtually all potential customers will seek out your website on one of the main search engines (Google, Yahoo, Ask Jeeves or MSN) before contacting you or after a first meeting, and if they see something tired, generic or out of touch – what do you think that communicates to them about your practice?

We don't let our clients miss the opportunity to get their first impression right... we don't want them to be concerned about who didn't call them as a result of visiting their site. Our designs endorse, position and support a clients' business. Our clients are 'special' to us, and that's how their website visitors will see them too.

No Compromise

A general accountancy website is simply not enough these days. It needs to be customised and optimised so it is the main focus of your online marketing strategy. It needs to reflect who you are and what makes you different.

No Templates

Some firms have reacted to the need for an internet presence by purchasing a template site. Blinded by quick turnaround times, cheap rates and relaxed terms, many firms have gone for a seemingly quick-fix solution.

Sadly, these sites don't really stack up when it comes to developing future business... they say: "I have no imagination, I just want to save money and I have no confidence that my business is any different from any of the others out there."

Just Bespoke Designs

Insight only provides purpose-built websites, our view is: why bother if you're not going to make a difference to businesses. Our customised sites communicate unique elements of your practice; what makes you different – and what you offer – in a way that allows your prospect to connect with your message. Your site portrays you accurately, appropriately and truthfully allowing potential clients to make an informed decision.

Our design philosophy is simple: we build clean, easily navigable, customised sites. We can also commission bespoke content from our professional copywriting team – or tailor supplied content to fit within best web-copy practice.

STEP FIVE - Save money and the environment with e-brochures

Today, an essential facility for every accountancy practice is to have the ability to send information (brochures, flyers, newsletters etc) to its clients and prospects by email – and to have the same data available to download from its website.

We recognise that for many practices, having the design and software capabilities and the technical competence to create such material is just not feasible.

To have your material available in full colour as an HTML document or interactive PDF e-brochure puts you at the leading edge as far as accountancy firms are concerned.

Insight creates interactive PDFs that we design, manage and host. Using the most advanced design technology in the world, your practice information can be put into a 3D document available online to any contact without the requirement to install any software at all. You can display your brochure or document in a live environment enabling the potential customer to fully interact with your text. This not only sets your firm apart from the others, but this level of interactivity also increases the response rates from such brochures.

What's more, because they are 'live' documents, we are able to track 'click through' and responses, helping to understand what the customer is really interested in.

STEP SIX - Email marketing for accountants

Over the last 10 years, the more proactive accountancy firms have recognised the need to embrace new forms of marketing to keep ahead of their competitors.

Traditionally, they sent direct mail by post to their prospects. Now, however, they have started using Pay-per-Click, SMS and email marketing to address those same prospects. Direct mail may not be dead, but it is rapidly losing ground to new e-commerce routes to customers. Indeed, according to figures from the DMA, since 2007 it has been overtaken by email marketing in terms of volume. To put it in perspective, UK e-commerce grew 3,500% between April 2000 and December 2006. (IMRG via E-consultancy Blog, May 2007)

Does email marketing really work?

Email marketing is a highly effective tool for accountancy firms, enabling you to target the corporate marketplace and decision makers at work or to make contact with high net worth individuals.

When used correctly, it provides a quick method of delivering a specific message to potential clients at very low cost. While response rates may not be as good as direct mail, the costs are considerably lower. Of course, not all potential clients will reply to your emails, but they are a tried and tested tool in developing brand awareness, generating enquiries and offering events such as seminars.

Won't we be accused of 'spamming'?

With email marketing, the right approach is essential. That is why we advise against mass emailing or going to a list broker and emailing everyone. Our approach is very different. We develop and manage opt in lists on behalf of our customers, emailing these prospective clients at an agreed frequency.

To ensure a unique identity for all your communications, all emails are professionally written and designed by our team. Well presented and generated as full colour HTML with a plain text option, they build up strong quality awareness of your practice.

STEP SEVEN – Online marketing – Harnessing the online opportunities in Pay Per Click and S.E.O.

Once a client has an effective website in place, we can then start to promote businesses effectively as we know that we have a substantial advantage over the rest of the competition. When our sites are compared with cheap / aged template alternatives, we know that the majority of paid visits will not be wasted, they will be welcomed.

You need to use search engines to your advantage...

Pay Per Click – Get it Right

There is a major difference between an online designer and a marketer. The designer is more concerned with the way a site looks, the marketer wants to see the performance. When we get our hands on a pay per click campaign, it's not about general presence, or the odd visit to the site – it's about dynamic, measurable success.

We use a range of methods for pay per click which reap dividends for our clients, from localisation to timing of campaigns, to copy testing, and landing page optimisation. It's an intensely competitive environment and we equip clients to compete and capture new business.

S.E.O. – Busting Myths and Being Wise

The biggest mistake that all businesses make is to consider SEO to be 'free' listings. SEO is not free, it costs time and money. Not just in the setup, but in the ongoing development of the site.

The second biggest mistake a business makes is not to pay full attention to their website before launching it. If the content and pages on the site are not optimised before launch of the site, then you have no chance of getting a high natural listing.

So, with all the sites we build, we ensure all pages are fully optimised for search engines on specifically selected keywords, meaning that they have the best possible chance to rise to the top of search engine listings.

On an ongoing basis, we can then develop link-building campaigns to enhance search engine traffic and accelerate the improvement in position.

Success in SEO is a patient long-term game. It can take months and years to get top for targeted phrases, but if it's done right, and you have achieved a position in a proper, ethical manner – then you can retain your place for years to come.

It's Not 'Either / Or', It's Both!

We believe all firms should target both forms of online marketing – Pay Per Click is very effective and can provide immediate results, but SEO will also become a substantial part of your online traffic. For clients using us for Search Engine Marketing, we also create specific 'dual purpose' landing pages which are optimised for SEO, but also are very effective for converting visits to enquiries.

This is another example of the 'bigger picture' thinking you get with Insight – strategy not bits and pieces.

STEP EIGHT - Copywriting – Making the words work for you

Many graphic design companies are capable of producing effective layouts and design for brochures, flyers etc. On the other hand, there are very few writers who can produce effective and persuasive copy. Direct response copywriting is a specialist area and writing text which persuades a prospective client to take action is an art which few understand – and still fewer master.

Great copywriters understand that every single word should lead the reader towards a call to action. They understand that the reader is not particularly interested in you – but only in what you can do for them.

Insight copywriters are highly skilled in this area and know how to generate maximum reader interest in your firm. By working with you to understand precisely what services your practice offers to clients, our copywriters are able to tap into the emotional triggers which lie behind any decision and draw the reader to make a positive one in your favour.

CONTACT US

Call us now on [0800 803 0826](tel:08008030826) to discuss your requirements in depth or email us at sales@salesforaccountants.co.uk to let us know your interest.

We look forward to working with you.

TESTIMONIALS- From accountants

“

We have used Insight for over 3 years to assist with our practice growth and new business generation. Over this time they have delivered great results, helped us win some cherished customers and help us focus our sales and marketing efforts. Their focus on quality means we take new opportunities they create very seriously and they are a great use of our senior teams time. We have no hesitation in recommending their services.

”

– Nyall Jacobs



“

Insight have been honest and down to earth throughout our relationship. They have managed our expectations well. This has meant that what they said would happen – has. Following our pilot campaign we have made a good return on our investment and are now continuing to use Insight for both our high level appointment generation and our digital marketing. We are very happy knowing we have the experience of Insight on tap and look forward to another year of growth.

– Farook Owadally



TESTIMONIALS- From networks

“

We have used Insight over the last year to carry out direct marketing and lead follow up for a selection of our firms. The service we have received has been very professional and has resulted in some good leads being generated. I would be happy to recommend the Insight..

- Steve Pipe

”



“

I have been really impressed with Insight and their turnaround time, we marketed by email for our event with relatively short notice and the team at Insight produced the information, sent it out and followed it up, all within a tight time scale and produced us some great results, capturing really useful data along the way. I would be happy to recommend the services of Insight.

- Roy Lyness

”

peak performance >

TESTIMONIALS- From celebrities

“

I have used Insight and there design team not only for my website design, but also for the development of my press pack and ongoing digital marketing. They are excellent at listening as well as being open and honest taking the time to explain what works and what does not. I have found them a delight to work with and able to deliver on time constantly.

- Caroline Marsh

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“

I was dealing with Insight Digital Media Ltd on behalf of a client for several months, and was so impressed with their technical ability, personable approach and all-round breadth of skills and knowledge, that I commissioned them to redesign and take on the maintenance of my own website.

The designer I'm working with is doing a great job of bringing my ideas to fruition online and I anticipate working happily with Insight for the foreseeable future..

- Sarah Walker

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