

Creating new opportunities and reaching potential new leads on the Internet is now a viable option for accountants and accounting firms.

Even when most of new business for accounting firms comes from referrals and word of mouth, the need to cope with competition and specialization has forced accountants to diversify into a web strategy. The Internet offers unique benefits for marketing, one of them is being listed in correct places at search engines where potential clients are able to find them when they search for accounting services. **Be there when they need you to be.** For accountants, the Internet also allows them to add value through a marketing campaign, thus fulfilling a community service.

Make every click on your Ad less of a chance with planned listings.

Every hit on your website means a potential client browsing for your services, that is why carefully placed listings are so important. Transform your website into a Prospect Factory; with our interactive marketing services, we can place you in social networks and search engines so you can get qualified prospects and fill up those blanks in your schedule.

Since your ad will be well received, more of your "need to acquire" message will be retained as "an essential need" to the client thus having a higher percentile for achieving sales.

Make your offer their need.

From potential prospects into client relationships.

Our On-line strategies will produce better quality leads with more efficient sales cycles thus giving you a higher chance to close. With search marketing accountants can get prospects that are actively searching for your services. Thanks to our campaigns, which work extremely well for specialized firms with niche markets, you can obtain very good search engine results. When somebody clicks on an online add or a search engine listing, he or she explicitly states an interest in your offer.

Ready, Get set, Leads!

3 days, that is how long it will take for you to witness the start of your business successful lead generation, in that short period we design and launch your custom on-line campaign after which we operate, manage and improve to provide pre-approved incoming traffic to your website.

Your new client will have perfect landing and your office will be able to quickly undergo specific conversion actions to successful close.

Zero Risk Investment, high yields... a good deal.

Positive results

Pay Per Results

Exposure and positioning

Measurement



Every successful recipe has its own secret component.

One thing that sets us apart is the ability to help you track your company's initial response to qualified leads through our Secret Shopper which we report back to you so you can improve off-line initial contact and sale closing. Secure the sale and get revenue for every lead.

From start to Leads in five simple steps.

Your lead generation campaign is a five step process: place, engage, convert, initiate and measure, which we implement for you in our Prospect Factory. Our methodology assures a consistent implementation, objective measurement and improvement of your campaign within days.

1 PLACE

Placement: your company listing in relevant position in search engines, high traffic sites and social networks

2 ENGAGE

Engagement: a carefully designed message that drives the prospect to a landing page or to your Web site

3 CONVERT

Conversion: a proposition that drives the contact to take action (call, send an e-mail, capture its information, download a brochure, activate a live-chat)

4 INITIATE

A prospect: contact information to initiate a new sales cycle and feedback of your sales process

5 MEASURE

Metrics: All our services include a clear, specific set of metrics which concatenates and report results, allowing us to implement improvements actions for the next cycle.

Powerful search engine marketing toolbox at your fingertips.

With very competitive fees and very fine results; your website is placed on major search engines with great ranking thanks to our combined experience in Search Engine marketing and web design. You don't have to start from zero to get us engaged; We can work together with designers or hosting companies you work with, on the other hand if you wish to start a new website then we can manage all aspects of your on-line strategy.

Sponsored Listings (Pay Per Click)

An ad for your firm in relevant positions in the sponsored links section of search engines allows perfect segmentation, perfect landing and a high conversion rate. We can place you in top positions in the sponsored listings for Google and other similar engines and make optimal use of your budget. Have potential clients contact you when they see your ad.

Search Engine Optimization (SEO)

A strategy that helps your site reach top positions in search engine listings and avoid the need to pay for clicks. Your site will reach top positions in the organic or natural sections of listing space and capture leads for your firm. It requires specialized techniques and algorithms as rankings of search engines are constantly shifting, this assures that you do not pay for clicks.

E-Mail Marketing (permission marketing)

Reach your contacts and current clients by means of: an e-mail newsletter, a promotion, an invitation or an online survey, and reach your contacts with a carefully designed e-mail communication package which results can be meticulously measured. Permission e-mail campaigns complement other search engine marketing strategies and improve results. We fully comply with permission marketing best practices (no spam).

Social Network Marketing

Segmentation. Get all the prospects diverting from search engines from within Social Networks where you can quickly acquire high quality Leads based on common interest, groups and applications by the use of well thought set of ads and tools to discern potential clients.

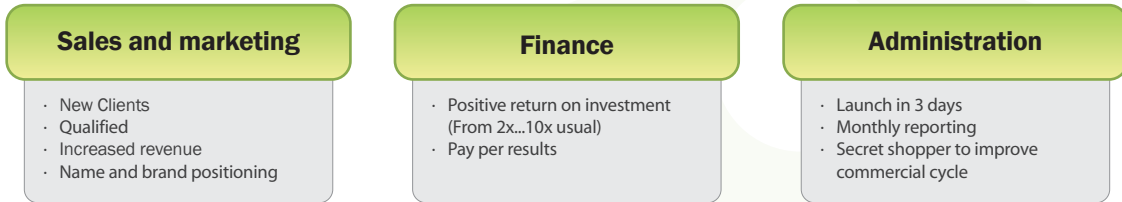
Get your story out there.

Increase your traffic, generate interest and reach out to prospects. We optimize and distribute your press releases along with the implementation of a result tracking model thus improving your public relations strategies constantly.

SEO friendly website design and development.

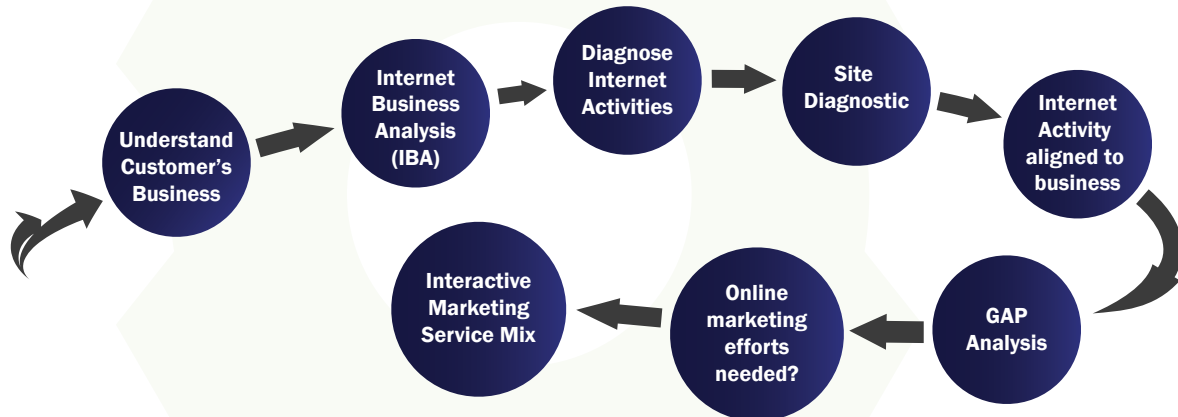
We employ advance technologies for website design and development that are an essential part of an Internet strategy. Our websites are search engine friendly and structured and have a full admin interface which allows you to update content yourself and enable us to implement on-site SEO techniques for better search engine marketing techniques.

Benefits



First things first: We have you covered.

Our initial step is to conduct a fast consult, we need to know how your business works and what your goals are, from then on we build a marketing service tailored to your exact needs: a "Interactive Marketing Service Mix" is comprised of the following:



After which we make a proposal on budget to fit your needs.

Contact us Today. **Let us generate immediate revenue for you.**