

## Case Study

# Nationwide Accounting Firm

 Financial Services

## Business Challenges and Strategy

A national accounting firm, with a vast array of products and services across various industries, needed to find a more effective way to communicate their services and specialties to a broad base of consumers and industries. The firm was struggling to leverage their website and other digital assets to increase brand awareness and drive demand for sales. In addition, its leadership team was traditionally skeptical of digital marketing, making it challenging to guarantee budget and support.

## Strategy, Goals and Results

OneTouchPoint's Digital Marketing Solution team provided a strategy, plan and informed integrated marketing approach for the firm. Beginning with a complete inventory of the organization's digital assets to better understand the products and services offered and to pinpoint the pieces needed to accelerate demand, OneTouchPoint implemented a 90-day test of campaign strategies including paid search advertising (PPC), SEO management, direct advertising and retargeting/remarketing via social channels.

## Strategic Planning

OneTouchPoint's Digital Marketing Solutions team functions as a consultative partner leveraging over 20 years of localized, digital marketing expertise, building 1:1 marketing programs that combine the most effective and proven channels. OneTouchPoint took a consultative approach, and worked with the firm's team to inventory its website and product offerings to create a matrix that broke down each piece

### KEY OBJECTIVES:

- Improve marketing communication to target audiences and industries
- Utilize digital assets to increase brand awareness and drive demand for sales
- Develop a cohesive multi-channel digital marketing strategy

### SOLUTIONS & RESULTS

First 60 Days Post-Launch

**40%**

Increase in Web Page Views

**55**

Leads Sent to Sales

**750%**

Increase in Locations Page Views

**54%**

Increase in Organic Search Sessions

**500%**

Increase in Specific Service Page Views

of content by service, channel mix, target audience and objective, providing an understanding of the products and services being offered including:

- Current and potential value of each product to the overall organization
- Elevator pitch for each product straight from the subject matter expert
- At which point in the Sales and Marketing funnel the key pages should be served (awareness, interest, evaluation, decision, purchase)
- What seasonal influences, if any, are known for the various products and service lines

The inventory allowed marketing leadership to conduct internal discussions with key stakeholders about the drivers of their business, allowing marketing to hone in on messaging and objectives for each service line.

## **Integrated Multi-Channel Campaign Strategy**

Armed with the right information, OneTouchPoint provided recommendations for key SEO components of the inventoried pages and began creating the necessary digital reporting components to measure conversions from major digital advertising platforms. OneTouchPoint was also able to narrow the list of products and services down to the most critical for the purposes of building out the campaign structure and testing.

OTP implemented a 90-day test of four campaign strategies at a fixed budget designed to:

- Drive overall brand awareness for CPAs and increase awareness at a set number of locations leveraging search advertising (PPC) and SEO management
- Measure interactions (conversions) of potential customers through search advertising (PPC), SEO improvements, direct advertising on LinkedIn, retargeting/remarketing advertising on Facebook and display advertising

Monthly reviews were conducted with marketing leadership to strategize on how the campaigns were performing and how the outlined objectives were progressing. OneTouchPoint was able to provide straightforward, easy-to-digest metrics to help build consensus with key stakeholders regarding the overall effectiveness of the campaigns. With these results, the organization plans to expand marketing efforts across additional service segments and measure all the way through to new customer acquisition.

## **Technology Solutions Implemented**

### → Marketing Services

- Campaign Management Services
- Paid Per Click Ads (PPC)
- SEO Management
- Direct Advertising
- Social Media Retargeting