

Nationwide Accounting Firm Optimizes Marketing Strategies

Financial Services

Overview.

A nationwide accounting firm struggled with utilizing digital marketing to increase brand visibility and target its diverse customer base across industries. Leadership's hesitation toward digital transformation further complicated efforts. OneTouchPoint's consultative approach introduced an integrated multi-channel strategy that leveraged digital platforms, including SEO and PPC advertising, to enhance brand awareness and drive demand. Within the first 60 days, the firm saw a 40% increase in web page views, a 750% increase in location page views, and significant gains in lead generation and user engagement.

750% increase in location-specific page views, leading to enhanced regional visibility for local offices.

About the Organization.

The client is a prominent national accounting firm offering a comprehensive range of financial services across a variety of industries. Known for its expertise, the firm sought to expand its reach and increase sales by effectively communicating its unique services to a broader audience. However, its traditional reliance on non-digital marketing methods limited its brand's growth in an increasingly digital world.



Current Results.

- ✓ 40% increase in overall web page views
- ✓ 750% increase in location-specific page views
- ✓ 500% boost in specific service page visits
- ✓ 54% uplift in organic search sessions

Business Challenges.

Despite its established stature in the accounting industry, the firm faced:

Key Pain Points:

- ✓ **Low digital engagement** due to underutilized assets like its website and social media channels.

- ✓ **Lack of a cohesive strategy** to position products and services effectively across digital platforms.
- ✓ **Budget and leadership resistance** to fully investing in digital marketing initiatives. Leadership's skepticism around ROI and digital expertise slowed decision-making.

These challenges resulted in missed opportunities to reach potential clients, a fragmented digital presence, and difficulty driving sales momentum.

Strategy & Solutions.

OneTouchPoint (OTP) stepped in as a consultative partner to redefine the firm's digital marketing approach. The solution included a step-by-step strategy with the following components:

- ✓ **Strategic Inventory and Analysis:** OTP conducted a thorough audit of the firm's digital assets and mapped out a matrix of offerings. This inventory included:
 - Product/service categorization based on value, audience, and lifecycle stage in the sales funnel.
 - An alignment of messaging objectives for services, ensuring that key offerings were prominently showcased online.

This process allowed the firm's marketing leadership to better understand their operational drivers and tailor efforts toward areas with the highest ROI potential.

- ✓ **Integrated Multi-Channel Campaign Strategy:** Leveraging insights from the inventory, OTP implemented a 90-day pilot program designed to:
 - Boost brand awareness through search advertising (PPC) and SEO management.
 - Enhance engagement using direct advertising on LinkedIn and social media retargeting (Facebook).

Digital reporting mechanisms were developed to monitor KPIs in real time and facilitate transparent performance reviews.

- ✓ **Prescriptive Campaign Management:** Through a simplified opt-in model, studios could easily enroll in multichannel campaigns that allowed them to execute marketing efforts without needing advanced technical skills. Assets were updated automatically based on monthly or promotional changes, reducing the burden on franchise owners.
- ✓ **Monthly Campaign Optimization:** The OTP team conducted



Key Pain Points.

- ✓ Low digital engagement
- ✓ Lack of cohesive strategy
- ✓ Budget & leadership resistance



Solutions Implemented.

- ✓ Marketing Services
- ✓ Campaign Management
- ✓ Digital & Social Ads

regular performance reviews with the firm's stakeholders. These reviews provided:

- Easy-to-interpret metrics for quick decision-making.
- Actionable recommendations to optimize paid and organic efforts.

This ongoing dialogue built trust and demonstrated the tangible benefits of digital transformation, turning skeptics within leadership into advocates.

Results to Date.

Within just 60 days of launch, the campaign achieved remarkable results:

- ✓ **40% increase** in overall web page views.
- ✓ **750% increase** in location-specific page views, leading to enhanced regional visibility for local offices.
- ✓ **500% boost** in specific service page visits, indicating improved user awareness of core offerings.
- ✓ **54% uplift** in organic search sessions, achieved through SEO improvements.
- ✓ **55 new leads sent to sales**, demonstrating the effectiveness of the multi-channel strategy in driving conversions.

These shifts prompted the client to plan further expansion of its marketing efforts, including new service areas and additional campaigns across other locations.

Positive Business Impact.

The accounting firm's partnership with OneTouchPoint underscored the power of a data-driven digital marketing approach. By addressing challenges like fragmented communication and leadership hesitance, OTP successfully helped the client realize the value and ROI of modern marketing methods. This transformation not only yielded impressive short-term gains but also set the stage for sustainable, long-term growth.

Key Takeaway: Digital transformation is no longer optional; it's the foundation for market success, even in industries steeped in tradition.

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