



OUTSOURCE MARKETING

A PRACTICAL AND ECONOMICAL SOLUTION FOR ACCOUNTING FIRMS

Consider the Following:

- The average tenure of marketing professionals in the accounting industry is less than 24 months.
- Many firms rarely track the return on their marketing investment.
- For the past ten years, marketing and sales have been cited in the annual “Management of an Accounting Practice (MAP) Survey” as one of the top five concerns of accounting practitioners.
- In today’s competitive business environment, most accounting firms struggle to master the Four Disciplines of the practice development function.
- Partners and managers often lack the time, skills and/or desire needed to lead and manage their firm’s marketing efforts effectively

As a result, **the competitive gap between larger firms**—those that can afford to employ seasoned marketing professionals and build a marketing infrastructure—**and small- to mid-sized firms is widening significantly**. In fact, mergers and acquisitions are often traced to the fact that smaller firms have not built an infrastructure that supports desired growth.

The Growth Partnership (TGP) offers a solution for small and mid-sized firms that want to remain independent.
We become your Outsourced Marketing Department!

TGP helps you develop a strategic Practice Development Plan and assumes stewardship along with you for the successful implementation of the plan. Each client firm is served by a Partner, a Manager, and TGP’s in-house team members—graphic designers, web developers, copywriters, public and media relationship specialists, performance coaches, trainers, lead generation specialists, and administrative employees.

With TGP as your Outsourced Marketing Department, you can expect:

- Market exclusivity
- Predictable, measurable, and sustainable results
- A practice development plan that is balanced among Four Disciplines (see reverse)
- CPE credit for specific activities that occur during regularly-scheduled visits
- A Partner and a Manager who are permanently assigned to your firm
- Regular visits from your engagement team, usually every 5 to 6 weeks
- Service by a team of uniquely-qualified professionals with a proven track record of success
- An open-ended relationship with no long-term contracts or commitments

A Three-Staged Approach

At TGP, we strive to create meaningful relationships with each of our clients. To that end, we developed a process that allows you to “test the waters” before jumping in with both feet. Our three-staged approach allows both you and TGP to ensure “a good fit” before proceeding to the next stage.

Stage #1

TGP’s engagement team conducts interviews with members of your management team and collects a wide variety of information, reports, and statistics so it can develop a strategic assessment report. During a second visit, the engagement



team facilitates a retreat and presents its analysis and recommendations. You have the opportunity to prioritize the recommendations and provide time and budget parameters as preparation for Stage #2.

Stage #2

TGP's engagement team presents its practice development plan and budget based on the priorities outlined by your firm. The plan includes details about each initiative and activity, implementation dates, and your investment. During this stage, you decide if you wish to proceed to Stage #3.

Stage #3

TGP becomes your Outsourced Marketing Department and leads the implementation of the plan outlined in Stage #2.

Additional Support to Remove Potential Barriers

To complement our practice development engagement team, TGP offers experienced consultants in the areas of performance management, organizational development, and compensation. These professionals can help you remove barriers (i.e., knowledge, skill, desire, and systems) that often get in the way of effective practice development initiatives.

Throughout the outsourcing experience, you receive the tools you need to implement a results-oriented Practice Development Plan that consists of the following Four Disciplines:

Discipline #1 Client Development

Developing your existing client base by increasing:

- Revenue
- Profitability
- Satisfaction and loyalty
- Client referrals

Discipline #2 Referral Opportunity Development

Developing a trusting relationship with referral sources and circles of influence (e.g., attorneys, bankers, insurance agents, financial planners) to stimulate regular, quality referrals.

Discipline #3 Prospective Client Development

Identifying a well-defined set of prospects and implementing a systematic approach that turns them into clients. This system employs the principles of "nurture" marketing that lead to long-term relationships, but recognizes a need for a short-term return on investment.

Discipline #4 Supporting Activities

Reviewing and qualifying the bottomless pit of good ideas (e.g., brochures, web sites, public relations) is a necessary step. While important, these tools and activities often do not result in a measurable return on investment. At TGP, we focus on Discipline #4 only to the degree that it directly supports the above-referenced, revenue-producing disciplines.

Contact Us:

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Outsourced Marketing services,
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