



MARKETING SUPPORT SERVICES

An effective and
efficient solution for
accounting firms

The BIG IDEA

Provide CPA firm marketing directors with the support and resources needed to produce exceptional marketing and business development initiatives that lead to firm growth.

As the lone marketing professional at your accounting firm, you have a lot on your plate. From growth initiatives to website design to strategy development and more, you are responsible for many important but disparate tasks. To be successful, you need to keep a lot of wheels turning at once. That is where we come in.

The Growth Partnership (TGP) was established in order to meet the marketing and business development needs of firms like yours. We offer a marketing support team that fits the unique needs of your organization and matches both your size and growth goals. Partnering with TGP means gaining access to the team of marketing professionals that you need to take your marketing efforts to the next level.

With TGP as your marketing partner, you benefit from:

- Access to experts with extensive experience working in the accounting field.
- A team of professionals comprised of strategists, public relations and social media specialists, graphic designers, writers and editors, lead generation call representatives, and administrative team members.
- Freedom from long-term contracts—our clients are encouraged to engage TGP only if they believe they are receiving value for the fees paid.
- A designated marketing coordinator who stays abreast of the latest marketing and business development news and trends.
- The opportunity to tap into the TGP client base on an as-needed basis—our clients often partner to pursue new and innovative projects.
- Monthly, in-depth marketing discussions that cover strategy, ongoing projects, and future endeavors.
- Ongoing project management of your various marketing activities, including testimonials, lost proposal/client interviews, press releases, and miscellaneous designs.
- The latest digital strategy for your website, e-newsletters, blogs, and social media channels.
- Access to a knowledgeable client satisfaction survey expert eager to guide you through the survey process from start to finish.



"The outsourced marketing team at The Growth Partnership continually delivers a level of service that is beyond compare. Their consistent commitment and approach to quality customer service never wavers. TGP is always available to assist our firm with proactive client communication, ready-to-deliver news, and fast and efficient resources."

Renee Cosgrove
HeimLantz CPAs and Advisors



"The Growth Partnership has been a strategic partner to our firm for many years. I can count on the outsourced marketing team to consistently deliver creative ideas. They are friendly, approachable, and genuinely care about the success of our firm. The best part is the accountability—the outsourced marketing team keeps us organized and on track with projects. We have greatly benefited from our partnership with them."

Amy Ford
Blackman & Sloop, CPAs, P.A.



THE GROWTH PARTNERSHIP
— PLAN ON SUCCESS —