



OUTSOURCED MARKETING DEPARTMENT

An effective and
efficient solution for
accounting firms

The BIG IDEA

Provide CPA firms with the strategy, guidance, and resources needed to produce exceptional marketing and business development initiatives leading to firm growth.

As an accountant, your focus should be on creating client relationships and managing the deadline driven needs of your audience. Meanwhile, areas like marketing and business development can be overlooked. You may not have the time to devote, or the knowledge to conquer those areas of your business. But with a trusted partner, you can make strides in the right direction.

The Growth Partnership (TGP) was established to meet the marketing and business development needs of firms like yours. Outsourcing your firm's marketing functions to the TGP team allows you to enjoy a host of benefits without the need to hire an internal marketing director or staff.

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 management of marketing activities, including testimonials, lost proposal/client interviews, press releases, and miscellaneous designs.
- The latest digital strategy for your website, e-newsletters, and social media.
- Access to a knowledgeable client satisfaction survey expert eager to guide you through the survey process from start to finish.
- Competency training covering fundamental marketing and business development skills appropriate to various staff levels.



"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 —