

## FEATURES & VALUE TABLE

THE ULTIMATE GROWTH PROGRAMME ACCOUNTANTS	YEAR 1	YEAR 2
<b>Review Your Current Marketing</b> – discussions to identify what’s working, what’s not working and what needs working on. This includes the identification of your industry niches.	\$ 550	
<b>Design &amp; Development of your ‘Accelerator Website’</b> - exclusive to members of the Accountants Accelerator Group. This is the primary engine that drives the programme: <ul style="list-style-type: none"> <li>• Animated Videos</li> <li>• Hundreds of Pages of Targeted Content</li> <li>• In Built Content Management System</li> <li>• In Built Email Marketing System</li> <li>• Content A Focus on 7 Niche Industries &amp; 3 Specialist Services</li> <li>• A Range of e-Brochures, Checklists and Niche PDFs</li> <li>• Cutting Edge Analytics including Real Time Visitors</li> <li>• Lead Magnets, Calls to Action and a Blog</li> <li>• Pop Up ‘live chat’ Box</li> <li>• Lead Magnet – Business Starter Kit – 32 Page e-Book</li> <li>• Lead Magnet – 1 Simple Secret to Growing Your Business</li> </ul>	\$ 20,000	
Preparation of Quarterly Newsletters - <b>The Business Accelerator Magazine</b> . The content is embedded on your website and we distribute the newsletter through the back end of your website using a customised template.	\$ 2,000	\$ 2,000
<b>Corporate Video</b> - Scripted, Recorded, Edited and Uploaded to your YouTube Channel and Website. This includes Corporate introduction and outro plus effects.	\$ 1,650	
<b>Implementation Coach</b> – unlimited phone calls and emails to discuss your Marketing Action Plan to monitor progress and remove any roadblocks.	\$ 2,400	\$ 2,400
<b>Niche Focus</b> – in depth analysis of your primary niche to identify how to get more traction with that industry and the tools and techniques to use.	\$ 1,650	
<b>24 Blogs</b> written and uploaded to your website.	\$ 2,400	\$ 2,400
<b>Social Media Marketing Posts (Facebook, LinkedIn &amp; Twitter)</b> linking back to blog posts, articles and newsletters on your website.	\$ 600	\$ 600
<b>TOTAL VALUE</b>	\$ 31,250	\$ 31,250
<b>COST</b>	\$ 17,600	\$ 5,500
<b>PAYABLE IN 10 MONTHLY INSTALMENTS</b>	\$ 1,760	\$ 550