



THE ULTIMATE GROWTH PROGRAMME FOR ACCOUNTANTS

FEATURES & VALUE TABLE

	YEAR 1	YEAR 2
Review Your Current Marketing - discussions to identify what's working, what's not working and what areas needs working on. This includes the identification of your 7 industry niches to target.	\$ 550	
Design & Development of your 'Accelerator Website' - exclusive to members of the Accountants Accelerator Group. This is the primary engine that drives the programme and it includes: <ul style="list-style-type: none"> • Animated Videos • Hundreds of Pages of Targeted Content • In Built Content Management System • In Built Email Marketing System • Content on 7 Niche Industries and 3 Specialist Services • Dozens of e-Brochures, Checklists and Niche Industry PDFs • Cutting Edge Analytics including Real Time Visitors • Lead Magnets, Calls to Action and Blog • Pop Up 'Live Chat' Feature • Lead Magnet - Business Starter Kit - 32 Page e-Book • Lead Magnet - 1 Simple Secret to Growing Your Business 	\$ 20,000	
Preparation of Quarterly Newsletters - The Business Accelerator Magazine . The content is embedded on your website and we distribute the newsletter through the back end of your website using a customised template. All designed to pull clients to your website and boost your SEO.	\$ 2,000	\$ 2,000
Corporate Video - Scripted, Recorded, Edited and Uploaded to your YouTube Channel and Website. This includes Corporate introduction and outro plus effects.	\$ 1,650	
Implementation Coach - unlimited phone calls and emails to discuss your Marketing Action Plan, monitor progress and remove any roadblocks.	\$ 2,400	\$ 2,400
Primary Niche Focus - 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	
24 Blogs written and uploaded to your website.	\$ 2,400	\$ 2,400
Social Media Marketing Posts (Facebook, LinkedIn & Twitter) linking back to blog posts, articles and newsletters on your website.	\$ 600	\$ 600
TOTAL VALUE	\$ 31,250	\$ 7,400
COST	\$ 17,600	\$ 5,500
PAYABLE IN 10 MONTHLY INSTALMENTS	\$ 1,760*	\$ 550*

* Monthly website hosting fee of \$121 is an additional cost. This is a fee paid to a third party for the rental of the website platform that includes the content management system and email marketing system.