

ACHIEVING ONLINE MARKETING SUCCESS

Q&A WITH LOUISE CAMPI, CPA SITE SOLUTIONS MEMBER

Q: What challenges in your business influenced your decision to look for a solution?

A: We needed a marketing solution that properly represented our company in a way that was consistent with our firm's philosophy. We were also interested in marketing to specific client profiles.

Q: Did you have a previous solution that could no longer meet your company's needs?

A: We tried everything. Other providers didn't properly represent our firm and the services we provide. This resulted in leads that were misaligned with our offering and created a branding problem.

Q: What criteria did you have in mind for a solution?

A: We know how to provide value to business clients in specific industries, so we needed a solution that could reach those segments. By speaking to peers and researching our options, we found CPA Site Solutions.

Q: Why did you choose CPA Site Solutions over our competitors?

A: The CPA Site Solutions sales representative spent several hours explaining various options and how they could help us meet our goals – she ultimately won our trust.

Q: What did you find most attractive about our solutions?

A: All I have to do is answer the calls on a timely basis. Most clients that email or call our firm are very interested in our services. The client has basically self-selected us, which makes closing the engagement much easier.

Q: What benefits have you experienced from working with CPA Site Solutions?

A: We receive several leads per month, and because the client has self-selected our firm they're already aware of the services we provide. We gain several new clients each month and the marketing campaign pays for itself.

Q: What advice would you give other firms searching for an online marketing provider?

A: The first step is to define what you are as a firm and what services you provide. You'll have more success if you start with clear goals and defined target clients.

Design Highlights:

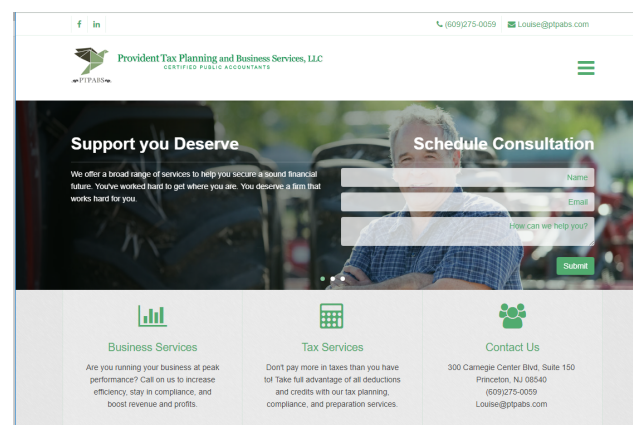
- Gold Website
- Pay-per-click Advertising

Louise Campi

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