

Case Study

Challenge

A public accounting firm struggled to understand and articulate its place among peers, given its niche focus on Title IV compliance for for-profit postsecondary schools.

Our Solution

WordWrite employed its proprietary StoryCrafting® process that led to a full company rebrand and a comprehensive digital / inbound marketing campaign.

Results

- 524% increase in web traffic growth
- 5,000 new visitors from LinkedIn and other digital ads

Public Accounting Firm

Crafting an accounting narrative through storytelling

For providers of complex services, an effective marketing strategy that delivers measurable business results requires more effort than a new consumer product launch or the creation of a catchy jingle. Businesses in this space with a specific niche and a highly defined target audience can't articulate their value proposition in a tagline or on a billboard alone.

Specializing in providing audits and guidance on Title IV compliance primarily in the for-profit postsecondary education sector, the public accounting firm has painstakingly built a reputation among its clients as a trusted advisor. However, being a part of a fragmented market featuring many similarly sized firms — in addition to the accounting industry's "Big Four" — challenged the firm to stand out and truly understand its place among peers and competitors. At the same time, the company realized its marketing efforts were disjointed and lacked an overall strategy and message. Their leadership realized the firm needed more than a slogan and new logo. It needed a story — one that it already had but needed to uncover, develop and share.

Introducing StoryCrafting®

They needed the story above all others, the one that explains why someone should buy from you, work for you, invest in you or partner with you. It's what we call your Capital S Story. WordWrite's trademarked StoryCrafting® service is guaranteed to uncover an organization's Capital S Story and put it on the right path to share it with the right audiences, at the right time and in the right spaces where clients and prospective customers make decisions.



Identifying, Crafting & Sharing a Story

As part of an initial deep dive with the firm, we challenged their key internal and external stakeholders to answer critical questions that would illuminate the firm's business purpose, its distinctive characteristics, the market need for its services and current marketing efforts. In combination with third party market research, the answers to these questions built the fundamentals of their Capital S Story.

Using those fundamentals, we identified the company's story "archetype," a shortcut that allows internal and target audiences to more clearly understand the definition of the Capital S Story being shared. In this case, we collaboratively landed upon an archetype positioning the firm as having the wisdom and experience to solve complex client problems confidently and consistently — a Sage firm.

We then developed key messaging that translated their Capital S Story into relevant industry terms and highlighted the firm as thought leaders, thanks in large part to the volume, quality, cadence and relevance of the guidance it provides for clients. We also identified those within the organization who were best positioned to share the story.

As we began to share this new story, we created a full marketing plan with recommended tactics. Our efforts evolved to a broader digital and content marketing strategy that would share the firm's story and thought leadership beyond the bounds of traditional industry conferences and events. We also developed an integrated marketing plan, devised a paid digital marketing strategy and assisted in revising existing brand assets.

Results

The firm was already respected among peers and prospects, but once it uncovered and developed its Capital S Story and had a plan to share it, their marketing efforts took off.

Just 53 days into the digital campaign, web traffic surpassed the previous year, social media click-through rates doubled past the industry standard and LinkedIn engagements tripled — with the majority of this activity overwhelmingly generated from prospective clients. In the months and years that followed, their reputation continued to rise, with its thought leaders appearing in industry publications regularly, as well as in regional and national news outlets.

Today, the firm continues to grow its profile as it provides complex services in a complex industry, with a Capital S Story that is clear and delivers even greater results.

CONTACT US

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