



Spark life into your
new business drive.

IGNITE
FOR ACCOUNTANTS

Are you ready to
light the fuse?

IGNITE

The accountancy world has changed. Although still important, traditional referrals are no longer enough to guarantee sustainable growth. Unless your company is the no.1 referral in your area, then you're probably losing out on new business every day. The trouble is, how do you track down all that new business and secure it? **Ignite is the answer.**

The challenge to find and keep hot prospects

There is no denying business conditions are tough these days, but accounts are still changing hands. The challenge for your accountancy business, and every one of your competitors, is to be front of mind when that account is ready to move.

However, finding the time to plan and develop strategic and co-ordinated marketing initiatives and campaigns is intensive. And naturally, if you're the director or partner charged with that responsibility - it's probably on top of an already busy schedule. However, there is another way.

Get focused. Get Ignite.

What makes Ignite so effective as a new business tool? In a word — focus. Ignite is a specially designed new business programme for accountants. We can help you plan and execute a targeted new business drive that will bring fresh opportunities for your company by:

- increasing market awareness of your firm and its expertise
- delivering a steady stream of 'qualified' new client opportunities
- targeting new clients that provide a better opportunity to earn higher fee revenue per engagement

Why spend more to get more?

In many cases Ignite won't add to your marketing budget — it will simply make more of every pound you spend. And, because we can tailor our programme to suit your exact needs, you'll be in full control of where that money goes.

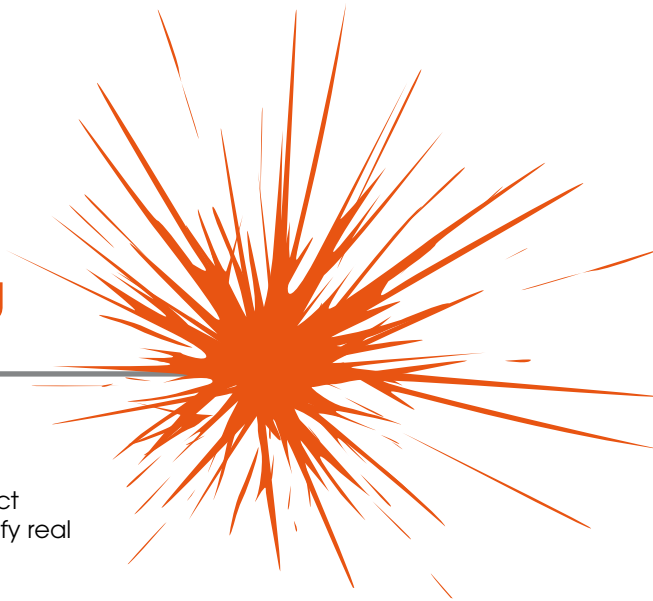
"In just 8 weeks, our business leads increased by almost 25%".

An existing SME client

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Getting the sparks flying



The Ignite programme is composed of three distinct stages that will help you identify, attract and qualify real business opportunities. Here's how it works:

1. Planning Workshop

The Planning Workshop is an essential part of the programme and ideally involves both sales and marketing team representatives. The whole point here is to create a firm foundation for your new business efforts.

Our programme will help you:

- identify your audience and key value propositions
- select and refine a database of prospects
- develop and agree approaches to engage with your targeted prospects

2. New Business Collateral

Now armed with the insights from the Planning Workshop, we will work with you to:

1. Refine your existing marketing material — if required, or
2. Develop new collateral that focuses more clearly on the values that we have identified within the Planning Workshop

This material will include:

- an introductory email and letter template
- proposition summary document
- sector-based case study document
- briefing and 'Script-Guide' document for phone-based new business development

3. New Prospect Identification and Qualification Activity

Based on information gathered within the Planning Workshop, we will then help select a range of potential prospects for your company. Plus we'll:

- undertake 20 days of phone activity — to gather key contact information and arrange meetings
- conduct a review meeting — all key 'best approach' findings are captured and documented and, following this, we will hand over your Qualified Prospect Database and recommend how to take things further

Built to achieve

Rather than trying to choreograph a number of disparate marketing elements, the power of the Ignite Programme is to create a truly cohesive marketing campaign. Such a single-minded approach has been found to outstrip fragmented marketing efforts time and time again. Why accept anything less?

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Ignite benefits – at a glance

Preparation and Strategy

Creation of an 'Ideal New Client' profile — sorted by fee revenue, geographical location, industries, or functional expertise

Creation of a Target Client Universe

A 'definitive list' of good potential target companies

Increased Market Awareness and Company Reputation

Through a targeted audience contact programme

'Qualified' Pool of Target Client Companies

List of target companies that match your criteria

Platform and Materials for on-going marketing

- qualified target company information plus contact management system (if required)
- marketing collateral, templates and bespoke documents and PDFs
- model call 'script guide'



Newbury Group. Fired by your success.

When our directors started The Newbury Group, they identified a gap in the market for an agency that specialised purely in new business acquisition. Armed with decades of experience in marketing and telemarketing and B2B sales, they knew that finding and winning new business presented a distinctly different challenge to customer retention. This is our 100% focus.

Pure B2B focus

The Newbury Group works only with B2B companies. We've made it our business to become specialists at B2B lead nurturing and lead generation. Because it is all we do, our whole team has an in-depth understanding of the techniques and strategies that are specific to B2B lead generation.

Our multi-channel lead nurturing philosophy

In our experience, new business acquisition is most successful when it is carried out as a multi-channel programme based on lead nurturing methodology. Our goal is to deliver qualified new business opportunities by ensuring various channel activity is integrated into an effective lead nurturing programme, all focused on driving new business acquisition. Whatever your starting point, or the level that you wish to engage in digital and offline marketing activities, we will work with you to build a blended programme that suits your current situation and your budget, and will deliver your new business targets.

Expertise

Multi-channel programmes require a wide range of skills and experience. At our core we have expertise in lead nurturing, new business and B2B programmes, and a highly trained and focussed in-house team of telephone advisers, database analysts and researchers. We harness specialist expertise in online, creative, copywriting and email through our small and tightly integrated partner network. Together, this enables us to deliver true multi-channel lead nurturing programmes that deliver highly qualified new business opportunities to all of our levels.



IGNITE



An 'Accelerator' Product.
Part of The Newbury Group's
range of New Business Lead
Generation programmes.

To spark life into your new
business drive:

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