

Case Study - m.a.s accountants



the original accounting office for small business

Business name: m.a.s accountants
Business type: Accountant for small business
Business location: Surry Hills
Website: www.masaccountants.com.au
Phone: (02) 9211 5000
Year of Case Study: 2010

Motivation in Choosing Little Marketing

“As a business we wanted to gain new clients beyond the medium of word of mouth. Through a referral, we engaged the services of Little Marketing to assist in communicating our services. Their small business focus was one of the main reasons why we took them on as our marketing consultant.”

– John Corias (Senior Partner)

Strategic Objective

To differentiate m.a.s accountants in the cluttered accounting market so as to generate sales beyond word of mouth.

Advice & Strategy

As m.a.s accountants had no point of difference to their accounting competitors, Little Marketing recommended that m.a.s clearly define their business, provide a uniqueness as well as an easy way to communicate their brand so as to enter the consumer mind first.

Execution and Implementation

Little Marketing ran a full day marketing strategy session to create a brand positioning. The purpose of this was to clearly define their business, provide a uniqueness, as well as an easy way to communicate their brand to enter the consumer's mind first. During the session, a number of topics were raised including competition, core services, business culture and income streams so as to achieve m.a.s' profitable objective.

Given the new positioning, a positioning statement was also created. This statement creates a consistency verbally and visually and allows the organisation and employees to remain true to the business, the brand and its service offering in the short and long-term.

Competitor Analysis

As part of Little Marketing's competitor analysis in the accounting marketplace, we looked at other accounting practices and their positioning. It was uncovered as a business focus that there was minimal competition in the "accounting for small business" category. In the accounting world, there were many firms in other fields such as the "personal tax" category and the "blue-chip tax accountant" category.

This new focus allowed m.a.s to talk to a part of the market that wasn't being communicated to. Their positioning provided the opportunity to tailor their communication and style of services to the small business market, creating a leadership positioning in their category.

Income Stream Review

Due to m.a.s' focus on small business, Little Marketing looked at refining the business services they provided, making them more relevant to the new positioning. Little Marketing reviewed all of their current services and made sure that all of them formed part of the requirements of small business. Ultimately, the m.a.s service packages were refined so they were directed towards the small business market.

Results

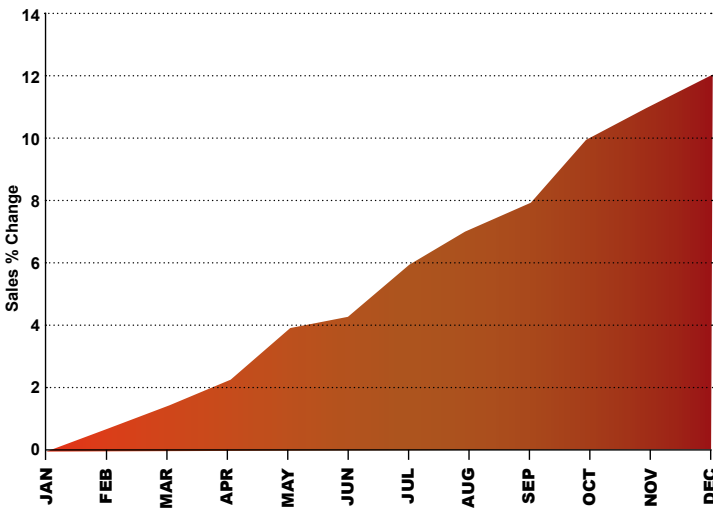
As an outcome of the strategy session, m.a.s created a new look and feel directed towards their focus. All of m.a.s' collateral and marketing tools, including their website, have been created to be small business oriented.

As a result of the changes in positioning, target audience and the provided services, sales as well as other performance measures have increased significantly.

Statistical Results

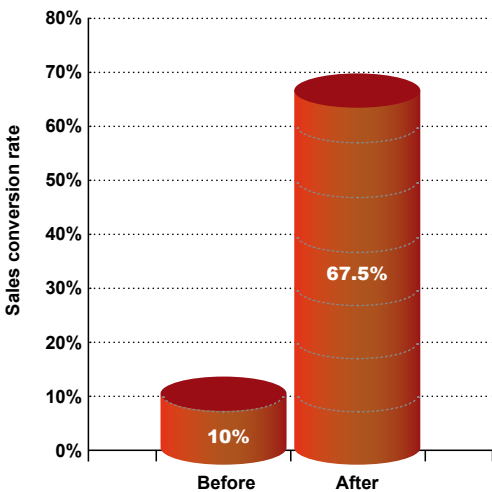
As well as the qualitative and descriptive results, we have provided the change of actual sales percentages to show the improvements that have occurred as a result of the changes executed and implemented. As seen in all figures, charts and graphs, results have improved significantly in terms of sales, potential customers, profit as well as efficiency related measures due to the transition to a small business focus.

Sales Performance



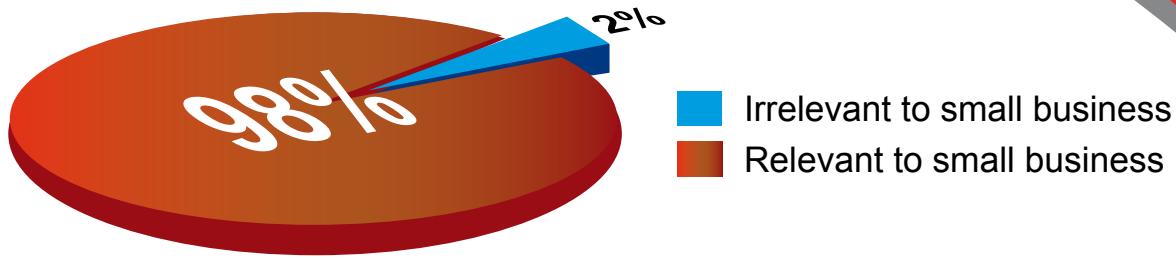
Although sales were consistent at m.a.s accountants, there was no real increase in sales for several years. Following the introduction of Little Marketing, sales have grown by 12.2% over the past 12 months and are continuing to thrive. The cost-benefit ratio is also a positive on the past 12 months.

Sales Conversions



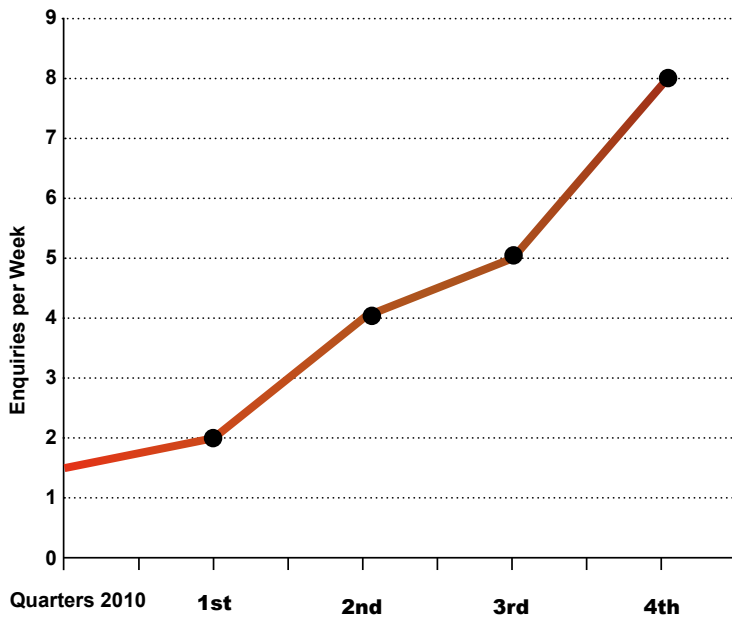
The sales conversion rate is the percentage of potential clientele who turn into profitable clients. Before the marketing restructure at m.a.s, 1 out of 10 businesses who contacted m.a.s accountants turned into profitable customers. 12 months after the restructure of a clear and distinct positioning, more than 6 out of 10 potential clients pay for m.a.s' services.

Needs Matched



Previously at m.a.s, potential clients tended to not suit m.a.s' services and suitability. After applying Little Marketing's strategic advice and execution, the majority of all potential clients have been a complete match. This has also resulted in a decrease of non-small business related clients, hence providing m.a.s more time to focus on the quality of their services and cater to a greater amount of relevant clients.

New Client Enquiries



As well as an increase in suitable clientele, the number of enquiries from new clients through e-mail and phone have improved from an average of 2 enquiries per week to an average of 8 enquiries per week after 12 months. In conjunction with the increase in the relevance of clients and the sales conversion rate, this has created a truly efficient and profitable outcome for m.a.s accountants. With a combination of efficiency, profitability and brand awareness after the marketing restructure, m.a.s accountants have achieved a well established balance.