

Case Study

WSI Service:
PPC, SEO,

Company Background:
Accolade Accounting is a progressive accounting firm.

The Objective:
Accolade Accounting wanted to grow its business outside of the referrals they typically relied on.

WSI Solutions:
We started by running PPC campaigns with specific landing pages for different practice areas. We utilized LinkedIn and Facebook to deliver 20 branded posts per month. We relaunched their website and implemented ongoing SEO. Additionally, we optimized their GMB and optimized Google Analytics.

The Results:
Our client saw an increase in new clients of 25% during the recent tax season and asked us to turn off PPC twice because of the volume. The client hired two new employees. The owner's LinkedIn Connection has increased by over 700%.

Client Testimonial:

JD Longino Founder Accolade Accounting Working with Kelly Biggs and the WSI team has been nothing but amazing! Not only is she very knowledgeable in the field of digital marketing, social media and SEO, but she is always educating herself on new trends and technology and how that can help make my business reach more clients. Kelly and her team were well attuned with the goals and direction that I had for my business and laid out plans to help us achieve them. Bringing in analytics was key and she knew how to interpret the data to keep my business on course to succeed. Anytime, I had a problem or question, she was always there, happy and willing to explain. Some important aspects for me was that she was easy to get in touch with, never missed a meeting, always brought ideas on how to improve and was respectful of my time. I would highly recommend Kelly at WSI for your marketing needs because she is as genuine and professional as they come and I will be sticking with her for the foreseeable future