

## WHAT IS CATALYST?

Catalyst is a team of accounting professionals and skilled marketers dedicated to making our clients' vision a reality. Our leaders have spent their careers developing and marketing accounting services. We combine that experience with the specific technical skills of a fully staffed marketing team.

Our only goal is to bring vision, value and results to our clients. We offer the full benefits of having a highly skilled marketing department working tirelessly towards your goals.

At Catalyst, we deliver simple, effective and measurable solutions. We remove the unknowns from the marketing process and deliver results.

### **A Common Problem**

Accounting marketers have long understood the need for effective marketing that creates and supports opportunities for business development. Marketing can build a client base, shape a practice, attract the very best employees, and create a strong and lasting brand within the marketplace. The biggest problem facing many marketers is exactly how to take a limited budget and produce real results. Effectiveness requires a true understanding of the industry, your firm and your professionals. It also requires expertise in a variety of areas from strategy to design, copywriting, e-marketing, and inbound and outbound lead generation. That is a whole lot to ask from one or two people.

Most firms simply do not have a budget that allows them to develop and maintain all of these capabilities. The unfortunate result is often marketing professionals with too few resources and too few true partners in the trenches with them. It doesn't have to be this way. The exact same budget should be driving your firm towards its goals.

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The logo features a red right-pointing arrowhead followed by the word "CATALYST" in a large, black, serif font. The letter "A" in "CATALYST" is highlighted in red. Below "CATALYST" is the text "CPA MARKETING SOLUTIONS" in a smaller, black, sans-serif font.

# ▶ CATALYST

CPA MARKETING SOLUTIONS

## **Our Solution**

While every firm could benefit from a fully staffed marketing department, many have neither the resources, nor the needs, to build and maintain one. Catalyst provides a unique solution to this problem. We provide all of the resources, expertise, and support that you need. And we provide them in the exact amount needed to execute your marketing plan.

Imagine that when you set your marketing budget at the beginning of each year that you already knew exactly how it would be spent and exactly what results it would provide. Now realize that it should produce multiples of the results that you have previously seen.

The size of the largest firms in the country has provided built-in advantages to their marketing. The resulting return on every dollar spent building their brand and market has provided a key strategic advantage. Catalyst brings that advantage to our clients.