

MARKETING PROFITCENTS



HOW TO USE PROFITCENTS TO ATTRACT & CONVERT CLIENTS

To effectively market ProfitCents-driven advisory services, firms need a targeted strategy that positions their insights as essential for business success.

profitcents[®]

Marketing Strategies: How to Use ProfitCents to Attract and Convert Clients

The opportunity is clear: business owners NEED financial insights—they just don't know where to get them. By positioning your firm as the go-to advisor for financial strategy, you'll build stronger client relationships and drive long-term success. Ready to transform your firm with ProfitCents? Start marketing your financial insights today and transform your firm with ProfitCents.

Free Financial Health Check as a Lead Magnet

HOW IT WORKS

- Offer a free ProfitCents-generated financial health report in exchange for a prospect's contact information.
- Use a simple online form (on your website, social media, or email campaigns) to collect key details.
- Follow up with a consultation call to review their results and introduce advisory services.

HOW TO MARKET IT

- Promote via website pop-ups, social media ads, and email marketing.
- Offer as a call-to-action (CTA) in blog posts & webinars.
- Use a landing page with a simple form to capture leads.
- Example CTA: "Get a Free Financial Health Report—See Where Your Business Stands!"

Example Landing Page Offer:

**"Is Your Business Financially Healthy?
Get a Free Financial Check-Up in 5
Minutes!"**

- Input basic financial data
- Receive a customized ProfitCents business health report
- Book a free 15-minute strategy call

Where to Promote:

- Website pop-ups & dedicated landing pages
- LinkedIn ads targeting small business owners
- Email marketing campaigns

Industry Benchmarking Reports for Targeted Niches

HOW IT WORKS

- Use ProfitCents' industry benchmarking report to create industry-specific reports (e.g., "How Does Your Marketing Firm Compare?").
- Promote these reports to industry-specific Facebook & LinkedIn groups, trade associations, and networking events.
- Use them as an entry point for an in-depth business analysis discussion.

HOW TO MARKET IT

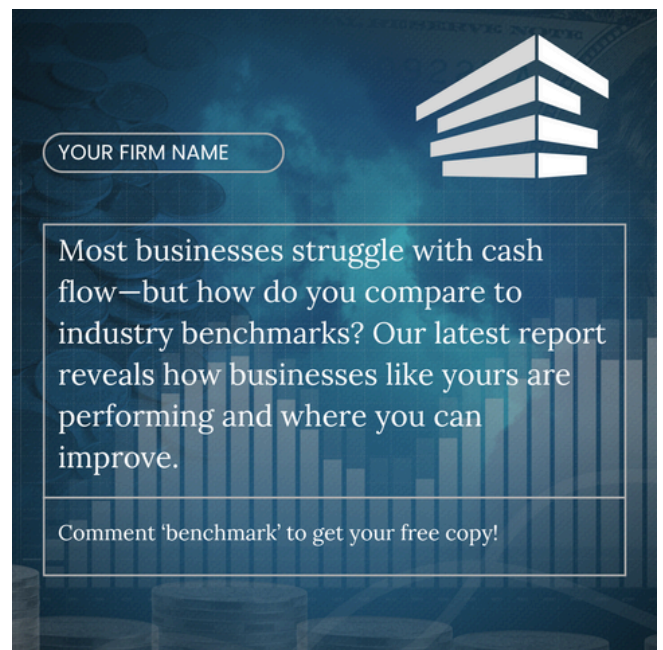
- Promote via website pop-ups, social media ads, and email marketing.
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- Use a landing page with a simple form to capture leads.
- Example CTA: "Get a Free Financial Health Report—See Where Your Business Stands!"

Example LinkedIn Post:

"Most marketing firms struggle with cash flow—but how do you compare to industry benchmarks? Our latest report reveals how firms like yours are performing and where you can improve. Comment 'benchmark' to get your free copy!"

Where to Promote:

- Social media (LinkedIn, Facebook, industry forums)
- Networking events & industry associations
- Google & Facebook ads targeting specific industries



Use ProfitCents in Business Webinars & Workshops

HOW IT WORKS

- Host a free online workshop using ProfitCents data to teach business owners how to understand their financials and make better decisions.
- Offer a free ProfitCents report to attendees in exchange for booking a consultation.

HOW TO MARKET IT

- Free ProfitCents benchmarking report for attendees.
- Live Q&A to discuss real-world financial challenges.
- Invitation to a 1-on-1 strategy session.



Example Webinar Topic:

“Understanding Your Numbers: How to Grow Your Business Using Financial Data”

Where to Promote:

- LinkedIn events & Facebook business groups
- Local business chambers & networking events
- Paid ads targeting business owners

Re-Engage Past Tax & Compliance Clients with Advisory Offers

HOW IT WORKS

- Send an exclusive offer to past clients who only used your tax or compliance services, inviting them for a financial performance review powered by ProfitCents.
- Many business owners don't realize they need advisory services until they see what they're missing.

HOW TO MARKET IT

- Offer a free financial health check to past clients.
- Run a "Know Your Numbers" webinar or workshop.
- Create an exclusive, limited-time offer for past clients – Launch a special "Business Growth Strategy Session" using ProfitCents insights, available only to returning clients for a limited time to create urgency and drive engagement.

Example Re-Engagement Email:

Subject: "Your Business is More Than Just Taxes—Let's Talk Growth"

"Now that tax season is over, what's next for your business? We're offering a free financial health check-up using ProfitCents to help you identify areas for growth. Let's set up a time to chat!"

Where to Promote:

- Email & text campaigns to inactive clients
- Post-tax season check-in calls
- Limited-time promotions for advisory services

Examples

Email Campaign: Free Industry Data Report Lead Magnet

Subject: How Financially Healthy is Your Business? Get Your Free Report!

Dear [First Name],

Do you really know how your business is performing? Many business owners rely on gut feelings, but true success comes from understanding your numbers.

We're offering a FREE Financial Health Assessment Report that breaks down your financials in plain English and shows how you compare to industry benchmarks.

What You'll Get:

- ✓ A clear snapshot of your financial strengths & weaknesses
- ✓ Key areas where you're outperforming (or underperforming) your competitors
- ✓ Actionable insights to improve cash flow & profitability

Click below to claim your free report and start making smarter financial decisions today:

[🔗 \[Claim My Free Industry Data Report\]](#)

We look forward to helping you grow!

Best,

[Your Name]

[Your Firm's Name]

Examples

Landing Page Copy

HEADLINE: Is Your Business on Track Financially? Get a Free Financial Health Report Today!

SUBHEADLINE: Gain clear insights into your business's financial performance and uncover opportunities for growth—all in just a few minutes!

WHY CLAIM YOUR FREE REPORT?

- ✓ Get an easy-to-understand financial performance breakdown
- ✓ Benchmark your business against industry standards
- ✓ Identify cash flow & profitability opportunities
- ✓ Take control of your business with data-backed decisions

HOW IT WORKS:

1. Fill out a short form with your business details
2. Receive a custom ProfitCents Industry Data Report
3. Book a FREE consultation to review your results

[🔗 \[Get My Free Industry Data Report\]](#)

Examples

Ad Copy: Social Media & Google Ads

Ad 1: Financial Health Check

How Financially Healthy is Your Business?

Most business owners don't realize where they're losing money—until it's too late.

Get a FREE Financial Health Report that breaks down your numbers and shows where you can increase profits and improve cash flow.


Click below to claim yours.

 [Get My Free Report]

Ad 2: Benchmarking Report for Industry Niches

How Does Your Business Compare to Competitors?

If you're not benchmarking your business against industry standards, you could be missing big growth opportunities!

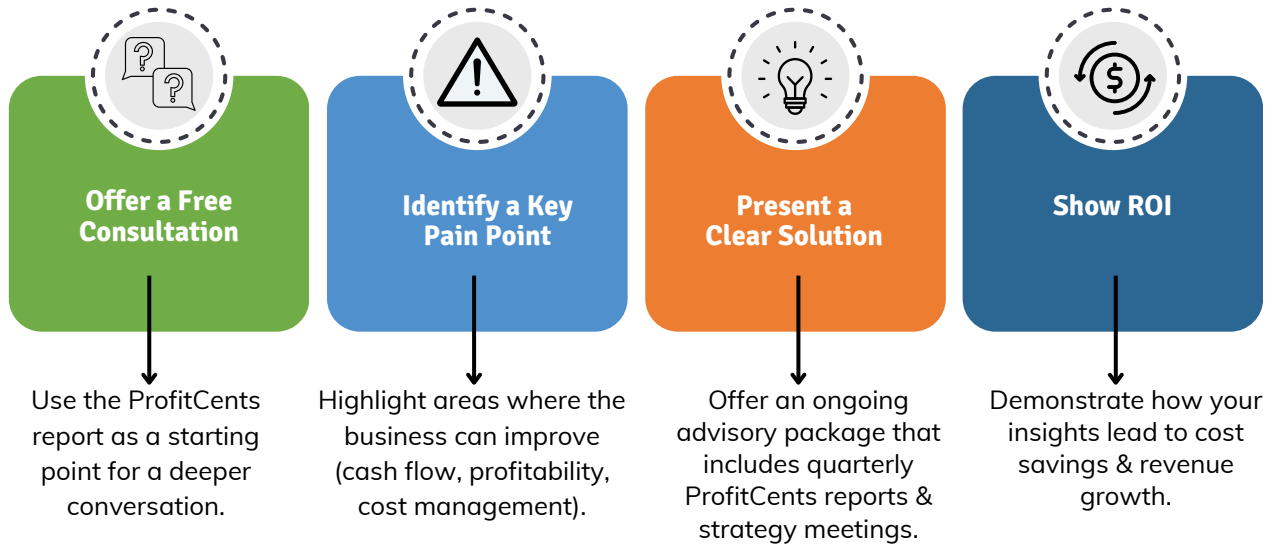
 Get a FREE Industry Benchmarking Report to see where you stand and how to improve your profitability.

Click below to claim your free report.

 [Get My Free Benchmarking Report]

How to Convert Leads into Advisory Clients

Once you attract leads with ProfitCents reports, the goal is to turn them into paying advisory clients. Here's how:



ProfitCents helps accountants and advisors interpret financials in a way that drives strategic conversations with clients. Firms can turn financial data into actionable insights, helping clients make smarter business decisions while positioning themselves as indispensable partners in their success. The firms that embrace this will lead the industry forward—offering services that are not just necessary, but truly transformative.

Our Reports

Industry Data

Hindsight

Leverage the ProfitCents database with automated industry reports to provide insights and client benchmarking to attract and strengthen client relationships.

Narrative

Insight

Strengthen existing relationships with an easy-to-understand business analysis complete with narrative, graphs, ratios and industry comparisons to present insightful financial advice.

Company Comparison

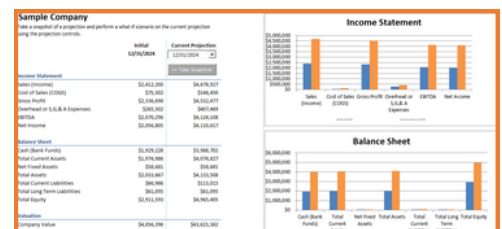
SWOT

Identify strengths and opportunities with a side by side company vs. industry analysis and create actionable process changes with industry specific recommendations.

Projection

Foresight

Help clients visualize potential financial outcomes by providing detailed forecasts based on historical data and industry benchmarks.



Questions? Contact us for more information.

- ✔ Tailored user access
- ✔ Proprietary benchmark database
- ✔ Support and training
- ✔ Powerful analytics

profitcents.support@abrigo.com

The Facts

More than

4MM

FINANCIAL STATEMENTS

Spanning

1,400

DIFFERENT INDUSTRIES

Provided by

2,000+

ACCOUNTING FIRMS, BANKS,
AND BUSINESS CONSULTANTS

The logo for Profitcents, featuring a stylized orange and blue geometric shape resembling a 'G' or 'C' with a dotted pattern at the bottom, and the word 'profitcents' in white lowercase letters to its left.

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