



# Flashpoint Marketing Summary

## Company Overview

Flashpoint Marketing is a business development and lead generation firm that specializes in serving CPA, CA and other accounting organizations. We work with clients to develop a pipeline of immediate, short and long term opportunities to drive niche and practice growth. We integrate with your existing marketing and business development infrastructure to enhance effectiveness, increase return and drive results. Our clients understand that Flashpoint is more than just a source of opportunities rather we are an invested business partner that provides useful feedback and information on all aspects of the business development and lead generation process.

## COMPETITIVE ADVANTAGE

What makes Flashpoint different is our people and process. Our professionals include former Big 4 professionals that understand the rigors, challenges and issues of the accounting profession. As a result, when working with Flashpoint you get more than lead generation. Our consultants work with key members of your firm to assess critical aspects of the business development process, identify challenges and opportunities and provide meaningful advice on how to enhance or improve your existing processes. The Flashpoint difference is the level of service and investment in client success you get when working with our firm.

### Service Niches

- ▣ Employee Benefit Plan Audits
- ▣ Cost Segregation Studies
- ▣ Internal & Opinion Audits
- ▣ International Tax Services
- ▣ Litigation Support
- ▣ SOX Compliance
- ▣ Transfer Pricing
- ▣ Yellow Book/Single Audit

### Industry Niches

- ▣ Broker Dealers
- ▣ Energy Companies
- ▣ Financial Institutions
- ▣ Financial Services
- ▣ Governmental Agencies
- ▣ Healthcare Organizations
- ▣ Non Profits
- ▣ Publicly Held Companies

## OUR SERVICES

### Strategic Planning

- ▣ Firm Marketing Plan
- ▣ Niche Marketing Plans
- ▣ Account Planning

### Lead Generation

- ▣ Email Marketing
- ▣ Direct Mail Marketing
- ▣ Executive Telemarketing

### Materials Development

- ▣ Website Design
- ▣ Individual Mail Piece Development
- ▣ Email Marketing Templates
- ▣ Specialized Marketing Programs

### Search Engine Marketing

- ▣ Keyword Discovery
- ▣ On Page Optimization
- ▣ Off Page Optimization
- ▣ ROI Analysis



PO Box 266734  
Weston, Florida 33326  
Tel 954.367.5718  
Fax 866.571.6083

[www.flashpointmarketing.biz](http://www.flashpointmarketing.biz)