

# CUSTOMER SUCCESS STORY



## Creating a better identity and compelling business proposition

Sophie Andrews is an award winning entrepreneur with over 20 years small business experience. She was born in the UK and has an honours degree in Languages and Business. In 2005 she launched her successful bookkeeping agency The Accounts Studio, and in 2007 launched a single parent house share website, space4 which 12 months later won the Australian Home Based Business Award for Personal Services. In 2009 The Soho Agency was launched, providing courses and books advising those wanting to work from home.

When Sophie and I connected in a linkedin forum she was ready to relaunch her book keeping and business coaching business, The Accounts Studio so we set to work!

### CHALLENGE

1. Defining the true value proposition
2. Brand identity needed to be updated
3. No integrated sales and marketing

### SOLUTION

1. We conducted some workshops together to determine the real value offering and what the brand identity gap was
2. We repositioned the brand and the tag line
3. We created an integrated marketing and sales approach with a new website, online store, call to actions and SEO

### RESULTS

1. Great feedback on the branding
2. Leads now come in weekly and traffic to the website is higher
3. Easy to use website so that Sophie can manage it in-house with ease.

### DELIVERABLES

#### New brand, Positioning, Website and Materials



#### Sophie Andrews – CEO of The Accounts Studio

*"I came across Danielle by chance on a business forum we are both members of and her comments struck a chord. I have since hired Danielle to rebrand my business, The Accounts Studio, and to help me develop a new direction and marketing plan. She has consistently come up with fantastic ideas and tools and I will be continuing to work with her on an ongoing basis. Danielle's suggestions are innovative and cost effective and her communication is excellent. Having worked with other marketing companies in the past, I would certainly rate Danielle and her business at the top of the pile, as both a strategic and imaginative thinker, as well as giving great value. I would definitely recommend her without any hesitation." November 20, 2010"*