



**MY
MARKETING
BUTTON**

CASE STUDY

AbacusBean

ABACUSBEAN are a dynamic accountancy practice based in the North East of England. Founded in 2018 by Beverley Goodall, AbacusBean are passionate about client relationships and providing a proactive service.

As a Chartered Accountant, Beverley has over 23 years' experience and this move enabled her to follow her dreams of running her own practice where she could truly put customer needs first.

AbacusBean provides My Marketing Button with accountancy services and we have definitely benefited from friendly and down to earth business advice, without all the technical jargon!

Here's our conversation with Beverley, talking about her marketing journey from "winging it" to following a "joined up process" and setting up an effective marketing team.



"Before our workshop with Red Button Marketing & Training, our marketing was very organic and certainly not planned. We carried out activities such as posting on social media, but quite honestly, we were winging it!

We were lucky to get lots of referrals, but we knew these might not last forever. This prompted us to look at a marketing strategy workshop as we were keen to get scientific and My Marketing Button offered a methodology which we really felt would underpin our marketing efforts.

The light bulb came on pretty much straight away and the workshop sparked lots of ideas. The great thing was that we could see potential where we could implement activities which didn't necessarily cost a lot of money, but which would help open up new markets.

At AbacusBean we have a growing team with a strong ethos and the methodology empowered us to put more

structures in place. Within 24 hours we had set up a marketing team and the great thing was that people volunteered to join in.

We are now quite structured, holding monthly and quarterly marketing meetings and allocating tasks according to one joined up process.

"Within a couple of months, we are a million miles ahead of where we were before and we've barely touched the sides of what is possible."

We really play on people's strengths and there are a myriad of tasks which add value so everyone could get involved and feel motivated.

We signed up for the online software solution which is really user friendly. It's great for generating ideas and highlighting the areas which we are spending

most of our time on. Equally, we can easily see where we need to focus our efforts next.

The software has given us lots of ideas which I've genuinely not seen before, for example, creating customer delight. We are loving that warm fuzzy feeling!

Within a couple of months, we are a million miles ahead of where we were before and we've barely touched the sides of what is possible.

Our marketing team of four now generates ideas, using examples from the software and the course. In a way you could say we have too many ideas! Our approach is to pick the low hanging fruit first, we look for anything that is quick to implement or cheap to do. We provide feedback each month on activities carried out and then set goals and review progress on a quarterly basis.

The software and underlying methodology supports us and has given us a deeper understanding of the marketing activities we are doing and why."

**BEVERLEY GOODALL,
MANAGING DIRECTOR, ABACUSBEAN**

Book a free demo