

FROM WASTED AD SPEND  
TO QUALIFIED LEADS

# HOW A BUSINESS-FIRST GOOGLE ADS STRATEGY HELPED A PREMIUM ACCOUNTING FIRM ACQUIRE CUSTOMERS



## The Client

The client (\*) is a New York-based bookkeeping and accounting firm founded by three finance professionals. Its services range from day-to-day bookkeeping to fractional CFO support for growing businesses. Despite the founders' extensive financial expertise and Fortune 500 experience, the business struggled to communicate what made it different from other firms in the market.

(\*) Client identity withheld for confidentiality.

## The Challenge

When the firm first launched, its website took inspiration from a competitor. While the result looked professional, it did little to communicate the firm's own strengths or give prospective customers a compelling reason to choose it over other providers.

The initial marketing efforts faced a similar problem. The firm hired an agency to run LinkedIn ads, but the campaign generated no sales. The founders had invested in advertising without finding a reliable way to turn that investment into customers.

The issue went beyond the choice of advertising platform. The business needed a clearer value proposition and a better way to reach prospective customers who were actively looking for accounting support. Without these foundations, spending more on advertising risked producing more traffic without generating meaningful business results.

## THE INTENTA METHOD™

### 1. Discover: Understand What Makes the Business Different

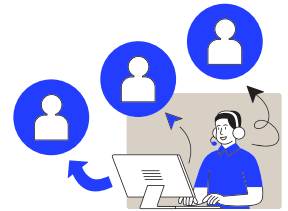
We started with competitive research and an in-depth Discovery Workshop with the founders. The goal was to understand the business, its customers and the reasons a prospective client should choose it over other accounting firms.

Through this process, we helped bring the firm's strengths into focus, including its senior financial expertise, Fortune 500 experience and ability to support growing businesses beyond basic bookkeeping. Rather than following competitors' messaging, we worked towards a clearer proposition that reflected the value the founders could offer their customers.

This step shaped the rest of the strategy. Before deciding how to attract potential customers, we needed to establish what the business should be known for and why its services were worth considering.

### 2. Translate: Turn Expertise into a Website That Builds Confidence

A strong value proposition only works if prospective customers can understand it. Even when the right people visit a website, they may leave without enquiring if the messaging fails to communicate the business's expertise or explain how its services can help them.



## THE INTENTA METHOD™

With clearer positioning in place, we collaborated on improvements to the firm's website structure and messaging. The focus was on communicating its expertise and services more effectively, helping prospective customers understand what the firm offered and why it could be the right partner for their business.

The objective was to make the website a stronger part of the sales process, giving visitors the information and confidence they needed to take the next step.

### 3. Launch: Reach Customers When They Are Looking for Help

With the positioning and website foundations in place, we launched targeted Google Ads designed to capture relevant search demand.

Unlike advertising that interrupts people while they browse social media, Google Search allows businesses to reach potential customers who are already looking for a solution. We shifted the focus towards relevant searches from people seeking bookkeeping and financial operations support, connecting that demand with the firm's services.

We also focused on meaningful conversion actions rather than clicks alone. Completed enquiry forms provided a more useful measure of campaign performance because they represented people who had taken the time to explain their needs and request further information.

## Before You Spend on Ads

- ☐ Can we clearly explain why customers should choose us over competitors?
- ☐ Does our website communicate that value within the first few seconds?
- ☐ Are we targeting people who are actively searching for our services?
- ☐ Can visitors easily take the next step, such as submitting an enquiry or booking a call?
- ☐ Can we track qualified enquiries and connect them to actual customers?

## About the Authors



Pearl and Tania are the co-founders of Intenta Digital and former Googlers who bring deep experience in digital advertising, sales and business growth.

They help businesses turn Google Ads into a more effective customer acquisition channel by getting the fundamentals right before spending on advertising.

## THE RESULTS

The objective was not to generate the cheapest traffic or the highest number of clicks. It was to attract prospective customers who had a genuine need for the firm's services.

- **Cost per conversion of under \$300** in a competitive financial services market.
- **80% lead-to-customer close rate**, indicating strong commercial potential among the prospects generated.

These results reinforced the importance of looking beyond advertising metrics in isolation. Campaign performance depends not only on reaching the right audience, but also on communicating a compelling value proposition and giving prospective customers a clear reason to get in touch.

