

# Put Some **JUICE** In Your **MARKETING**

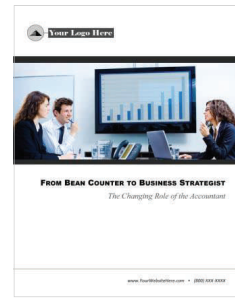


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## Accountant's Alliance Marketing *Generating Business Leads Through Referral*

Referrals are a great source of high quality leads. Nurturing relationships with CPA firms, accounting firms and other professionals within your business community can really help you grow your pipeline and your business. That's why Juice Marketing has introduced the Accountants Alliance Marketing Program. The program includes:

- 1. A professional business letter** that introduces the benefits of a technology alliance with your company. Call to action: Download white paper (see feature #2 below).
- 2. A White Paper** entitled "From Bean Counter to Business Strategist: The changing role of today's accountant." This white paper is personalized with your logo and can be provided as follow up to accountants that express an interest in a technology alliance with you.
- 3. A second business letter** that you provide to your new Alliance Partners that can be sent to THEIR clients. This makes it easy for them to introduce and endorse the new relationship without having to expose their client list.
- 4. A telemarketing script** to use in your follow up calling effort.



**Contact us** today to get started!



"Squeezing The Most Out of Your Marketing Dollar"



**Preferred Vendor**  
Co-op Debit Program Approved