

# ESTABLISHING THOUGHT LEADERSHIP — AND RECORD CLICKTHROUGHS

## ABOUT MOWERY & SCHOENFELD

Mowery & Schoenfeld is a leading Chicago-area CPA firm. The company engaged us to help it become a go-to informational resource for its clients.



## STRATEGY

We designed a newsletter-format email with snippets of important accounting news and insights, with links to full content on the Mowery & Schoenfeld website, where subscribers could gain a fuller understanding of the issue — and the company's expertise.

## KEY TACTICS

- Included an “at-a-glance” section summarizing legislation changes and their impact on financial strategies.
- Cultivated closer client relationships through a business book recommendation and review by firm partner Jeffery L. Mowery.

## RESULTS

### BRANDING: SUCCESS

Built and are maintaining Mowery & Schoenfeld's reputation as a leader in accounting services.

### CONVERSIONS: SUCCESS

Achieving record-level clickthrough rates.

## AMAZING FACT

### CLICKTHROUGHS: OFF THE CHARTS

According to MarketingProfs, the average clickthrough rate for the financial services industry is 2 percent. Since January 2014, Mowery & Schoenfeld's average clickthrough rate is 27.92 percent.

“We get terrific client feedback from our email newsletter. It's helping them make better decisions and starting conversations that help us better serve them.”

Jeffery L. Mowery, Managing Partner  
MOWERY & SCHOENFELD

MOWERY SCHOENFELD  
Certified Public Accountants and Consultants



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Make every click count.®