



AGENCY CONSULTING/FIRMS INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Which professional services career is best suited for you?
- How much do you know about financial services?
- Which Big 4 firm should you be working at?
- How urgently do you need a consultant?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [What career is best for you?](#)
- [What's your career persona?](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which service plan should you be getting for your firm?
- Which consulting group best meets your needs?
- Which CA firm suits your needs?
- Which services do you need to outsource?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- By how much can your profits go up by connecting with a consultant?
- How much are you currently spending on consulting services?
- How much time are you wasting not getting a professional?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by hiring a consultant?
- How much can you save by getting an agency for your hiring needs?
- How much is the ROI of hiring a consulting agency?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is xyz consulting better than abc consulting in terms of prices?
- How does xyz services compare to that of abc in following industry norms?
- How much can you save by shifting from abc consultants to xyz?



GROWING **MQL**