



# THREE BEACON

MARKETING

## CASE STUDY

**How 3BM Helped  
Furever Bookkeeping  
& Accounting 5x  
Their Business,  
Adding \$675,811 in  
New Revenue**



**FUREVER**  
**BOOKKEEPING &  
ACCOUNTING SERVICES**



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ACCOUNTING SERVICES**

**Bruce Attridge**

*Co-Owner & Chief  
Marketing Officer*

At Furever Bookkeeping & Accounting, Bruce and Kendra provide services to small- and medium-sized businesses. With their business, they also help in saving abused and neglected dogs from being forgotten or left alone, hence their business name.

They believe that it's not enough to "hope" that local shelters and adoption centers will take care of these struggling animals. While they do help, there's always more that can be done, and more that we each can do.

They remain proactive and diligent in pursuit of saving these animals from terrible circumstances and situations. These loving, compassionate animals deserve better. And they help them find a better life, using their business to do so.

**Results from our Partnership**

5x the business, adding  
\$675,811 in New Revenue



## 3BM Provided

We provided a full service (SMM, SEO, Paid Ads) digital marketing strategy.

We met with the client 2-3x per month while executing our strategy.

And we advised on internal business operations, including lead management, sales coaching, and client fulfillment processes as a part of the long-term strategy we put together.

# Challenge

**The owners at Furever Bookkeeping lacked the knowledge and time to market themselves digitally.**

They wanted to remove themselves from the day to day marketing strategy and implementation, regaining their time to focus more on growing the business through additional services, keeping up but also surpassing competition.

They lacked the knowledge and time to market themselves digitally, which put them behind the eight ball when trying to grow their business.

When they did try to market online, they felt like they were playing “catch up” with all the algorithm changes, platform updates, and strategy adjustments.

Bruce and Kendra tried working with a number of large marketing agencies, but they became another number in a long list of clients, leading to lackluster (if any) results.

They did not receive the attention needed in order to grow quickly and reach their business goals.

# Solution

**A full service (SMM, SEO, Paid Ads) digital marketing strategy.**

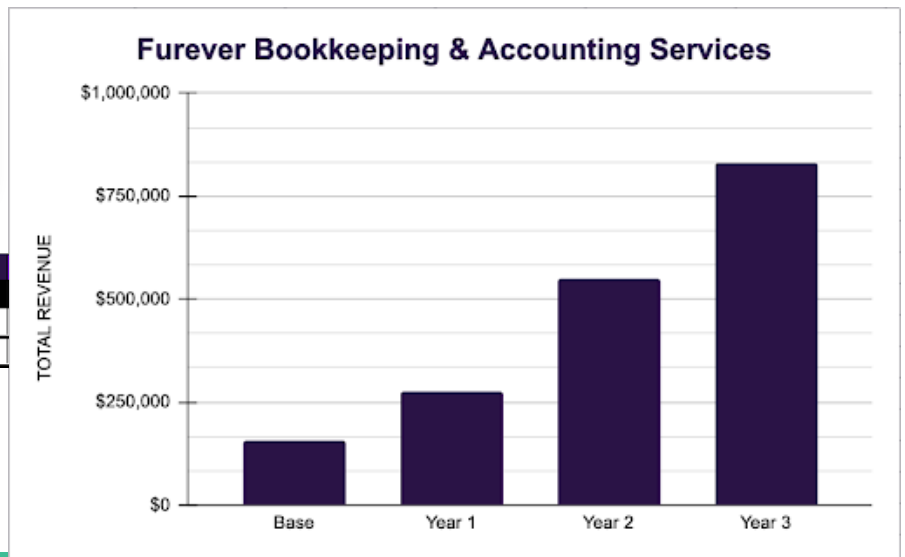
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Furever Bookkeeping & Accounting was able to hand digital marketing off to 3BM, a team of experts, to get leads for the growing business, instead of struggle on their own to figure it out.

Furever Bookkeeping is able to expand their services overall, expand into consulting services, and expand into a whole other market, as well as better serve current clients. They are also able to further their cause and mission of helping save abandoned animals/pets.

# RESULT

Furever Bookkeeping & Accounting Services				
YoY Revenue Comparison				
	Base	Year 1	Year 2	Year 3
TOTAL	\$155,863	\$275,568	\$548,061	\$831,674



**Furever Bookkeeping was able to 5x their business and add \$675,811 in new revenue.**

Bruce shared that, *"We're experts in bookkeeping and accounting, not digital marketing, and needed to find experts in digital marketing to keep up with the constant changes.*

*Partnering with 3BM allowed us to focus and work ON our business, not IN it. We were able to expand our services to better serve current clients, and attract a new set of clients.*

*With consistent lead flow, of the right clients, our business grew, and very quickly.*

*We were able to provide additional careers by hiring on help to manage all the new clients."*

Now that Furever has a solid digital marketing team and strategy in place, they're able to grow their business, scale their revenue, and help more dogs.

**Are you ready to become the brand your customers LOVE to buy from?**

**BOOK A CALL**