

## Case Study

### Accounting for Growth

#### Johnsons, a Firm of Chartered Accountants

#### Background

Johnsons is the largest firm of accountants in Ealing, West London, with 25 members of staff.

They provide full-service integrated advice across: audit, advisory, VAT, tax, payroll and personal finance – including probate, pensions and investments.

They're less expensive than a central London firm and also aim to automate clients' systems to further reduce their total costs.

Johnsons can also advise across all of their clients' business, and personal affairs. Enabling them to optimise their current situation – and helping them better plan for the future.

#### Organisational Growth Foundations

Stuart Thomson joined Johnsons in 2015 as a Partner, buying the whole business in 2020. He has an extensive background in corporate finance with a "top 4 firm". He was keen to expand the firm.

His first step was to create a management team and introduce new internal systems to lay the foundations for growth.

He recruited Edmund Cartwright as Audit and Assurance Director. Edmund has previously worked on the audits of Apple, Fitbit, Airbnb and many smaller companies.

#### Website Redevelopment

Stuart says "We had a good-looking website – but it was a brochure producing few sales enquiries. We needed a business development system to help us achieve our growth plans.

I'm technically aware and automated my house as a hobby. I understood the relevance and importance of Paramarq's [Paradaptive®](#) technology in helping us generate sales leads."

#### Marketing Success Foundations

"We spent time with Paramarq analysing our: marketing, positioning, value proposition and a wide variety of other marketing issues. We then used this to identify target markets and generate the information website visitors need to guide them into making an enquiry.

It took more time than we anticipated, but Paramarq's analysis demonstrated our market offering was both considerably deeper and



Stuart Thomson  
Group Managing Director



Edmund Cartwright  
Audit and Assurance Director

wider than we had previously believed. Our first post-sale meeting was quite a revelation.”

## Website

“Paramarq developed a website based on their analysis. They then implemented it using their user interface to optimize lead generation, promoted it using Google Ads and then started to optimize the entire marketing system they’d developed.”

## Results

“The results were close to instantaneous. The number of leads generated exceeded those predicted by Paramarq pre-sale, and the cost per lead was about half. The leads are consistently high quality - even if all them didn’t convert into new clients.

The website paid for itself in weeks. Within two, we doubled our marketing budget. We needed no convincing on the ROI. Most days we receive more leads than we previously received in several months.

To aid our growth, Paramarq has started SEOing our site, and we’ve just made our first acquisition in Buckinghamshire - and are planning more.

At each new office location, we’ll market ourselves locally using the website and then add additional services to aid clients: planning, risk management, efficiency and results.

Come to think of it, that’s similar to how Paramarq has helped us.”

## Update 14 Months Later....

Johnsons’ headcount doubled to 60 members of staff. They now have three locations with more planned.

Stuart said, “We continued to expand our investment in Paramarq’s services. Every time we did so, two months later, turnover noticeably increased.

From a standing start, Paramarq is generating over £2m pa, in repeat sales, and growth is accelerating. They’re generating thousands of leads a year. A few have each individually paid for the entire campaign. One was our largest-ever order by a considerable margin.

Before using Paramarq, we’d previously had only minor success with digital marketing. They have been instrumental in our growth and changed our business strategy.”



Members of the Johnsons team

*“Paramarq are generating £2m pa, in repeat sales, and growth is accelerating”*



Paramarq's services provided:

Hosting / Branding / Marketing Positioning / Marketing Analysis / Marketing Strategy / Customer Needs Analysis / Customer Journey Analysis / Benefits Analysis / Customer Need Analysis / Usability Analysis / Website Development / Project management / Google Ads / SEO /

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