



Always On Target.



HitState & Accounting Consultants: Running The Numbers

More Than Just The Numbers.

Running the numbers is an important part of any business. But today's businesses are looking to their accountants for more than just completing their annual tax returns, they are looking for consultants. The right accounting consultant can provide value in growing their business in every aspect.

One of the best ways to grow a business is with marketing.

As an accounting consultant professional having the right marketing partner to refer to your clients is key. HitState is that marketing partner.



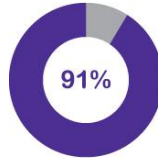
Why A Marketing Partner?

Why does your accounting consulting firm need a marketing partner to recommend to your clients?

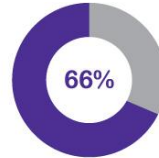
- Marketing is one of the best ways to grow your clients business.
- Your clients will see you as more of a holistic business advisor.
- More touch points with your clients.
- Marketing helps clients expand into new markets.
- Ever deepening relationship with your clients.
- When their business grows so will your business with them.



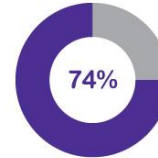
Some Marketing Statistics.



91% of consumers check their email daily



66% of consumers have made a purchase online as a result of an email marketing message



74% of consumers prefer to receive commercial communications via email



75 percent of people who find local, helpful information in search results are more likely to visit the physical stores.



Emails that include social sharing buttons have a click-through rate 158% higher than those do not



Women click 10% more often than men on emails



78%

of teens own a mobile phone



47%

of teens own a smartphone



23%

of teens own a tablet



80%

use a smartphone.



57%

use more than one type of device.



TOP WAYS TO ENGAGE

The Critical Touchpoints That Customers Expect to Be Available to Them



58%
Company website



52%
Email



46%
Phone number to call



30%
In-person engagement



29%
Word of mouth



27%
Direct mail



27%
Social media



27%
Traditional advertising

*Only 15 percent expect companies to be everywhere.



Why HitState?

Our mission at HitState is to make sure all our clients reach their full business potential.

HitState is a marketing agency that finds creative ways to engage your customers, bring in new ones and deliver the results that will grow your business.

We are a team of professional (and equally fun!) creative marketing experts who believe that building great relationships builds even greater brands. We take the time to get to know each of our clients, their business, their goals and especially their customers so that we can create amazing brand experiences that are Always On Target!

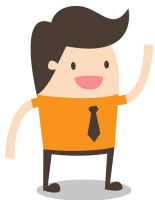
For over 20 years HitState has developed innovative marketing/advertising strategies that brought incredible results for brands like Sony Pictures, AMC Networks, WeTV, Cablevision, NHL, 1-800-Flowers, Bed Bath & Beyond and EPIX HD to name a few.



Why HitState?

As a fully integrated marketing agency our services include:

- Marketing Strategy
- Brand Strategy
- Creative Strategy
- Digital Marketing
- Advertising & Media Buying
- Logo/Identity Design
- Direct Mail
- Email Marketing
- Packaging & POP
- List Building
- Gorilla Marketing
- Events & Event Development
- Social Media Marketing
- SEO/Content Creation
- Content Marketing
- Website development
- Mobile Apps
- Trade Shows
- Video Production
- Ad Campaign Development
- Sponsorship Decks/Pitches
- Geo Targeting
- Geo Fencing
- and more



What is marketing, you say?



What Is Marketing?

(the clinical definition)



(our definition)

We tell everyone how awesome you
and your business are.



Why Do Your Clients Need It?

Do you want more customers?

Do you want to grow your business?

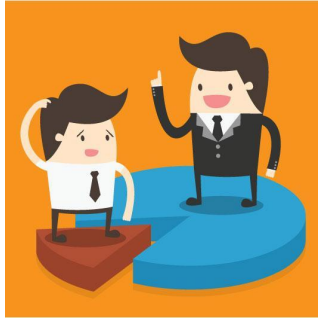
Do you want to crush your competition?

Then you need it!



How We Do It?

STRATEGY



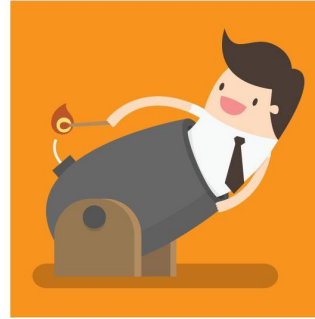
We start by understanding who you are, who your customers are and how to reach them... yes, even in their sleep :)

BRAND/CREATIVE



We develop kick ass brand messaging and creative that engages your customers.

VEHICLES



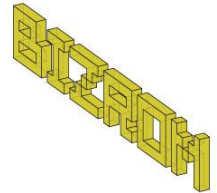
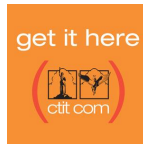
This is what we use to deliver the brand message & creative to your customers. You know: digital, social, online, offline and all that other stuff.

RESULTS



We track the results of everything we do so you know we're Always On Target.

Who We Do It For?



Who Said What?



Where to start about Andy... he knows enough context about seemingly everything to cut to the hearts and minds of people, their business and interests. He brings a level of creativity and passion to his work that I found unparalleled to others. We tapped into Andy's skill-sets to help us boil-down very complex issues and facts into a one-pager that was easy to digest. The work products he shared were of excellent quality. EY has on-boarded Andy and HitState to support with any projects where we need his insights, guidance, and creativity.

Frank Traina - Executive Director at EY

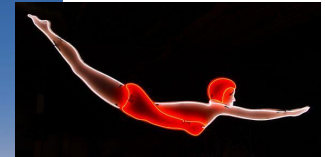
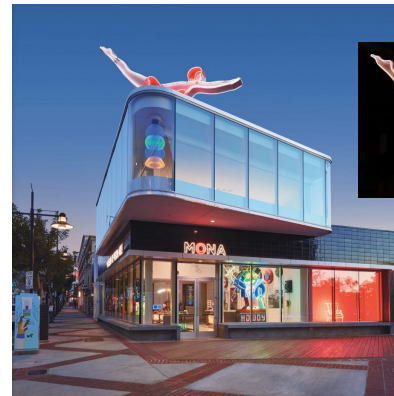


HitState helped us roll out a complete company wide re-brand with great success. From our new logo design to our new website, we are extremely happy with the results. Andy and his team were professional, responsive and most importantly they brought a level of creativity to the process that we were lacking. We are now moving on to outbound marketing and trade show exhibits. We look forward to continuing our work with HitState and certainly recommend them for any business needing their services.

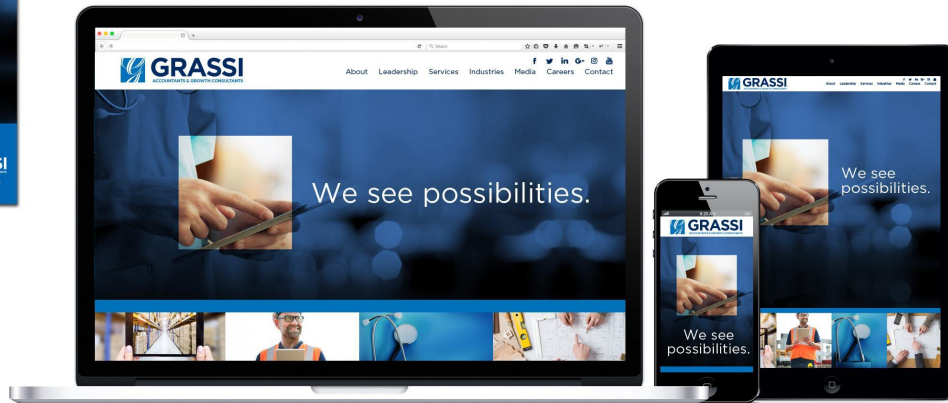
Brian Selltiz - Owner at Digital Provisions, Inc.



Our Work: Branding



Our Work: Brand Development



Our Work: Digital & Social

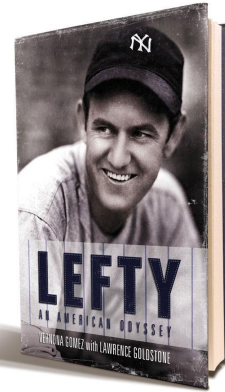
A collage of social media posts for Jennifer Ann Cosmetics. The top post is from Jennifer Ann Cosmetics, published by Andy Randazzo on October 14 at 2:00pm, with the text "Making our mark." Below it is a post from Jennifer Ann Cosmetics, published by Andy Randazzo yesterday at 2:00pm, featuring a woman in a black leather jacket and a black cap with a white 'A' logo. To the right is a post from Jennifer Ann Cosmetics, published by Andy Randazzo on October 13 at 2:00pm, with the text "Blushing" and a purple starburst graphic. A small pop-up window says "Your Ad Has a High Relevance Score" with a score of 9. Other posts show a woman in a black dress and a woman in a black dress with a white 'A' logo.

A collage of NHL-related promotional graphics. It includes a "Winter Classic" poster for the Capitals vs. Penguins game on New Year's Day at Heinz Field. There are banners for "All Star Fan Balloting" with the question "DOUGHTY OR KEITH?", a banner for "138th RYAN MILLER" by the Pittsburgh Penguins, and a "RAISING THE CUP" banner for the NHL Network. Other graphics include a "FANTASY HOCKEY '09" draft kit video highlights offer, a "Happy Holidays from the NHL" card with various team logos, and a "138th RYAN MILLER" banner.

Our Work: Web



Our Work: Traditional



Our Work: Logos

Business Formalities, inc.



In Closing...

Offering HitState marketing services to your clients gives them the ability to grow their business in ways they never knew possible. We have the technical skills and industry expertise necessary to provide the best possible solutions for your clients.

Let's talk more about how we can help your clients businesses grow and so you can be in front of them more.

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