



Growth for a digital agency by focusing on strategy



[Accelerate-agency.com](https://accelerate-agency.com)

“We selected Boardroom Advisors because we wanted someone we could trust and respected to work with us at a strategic level to help us achieve results we know they had achieved themselves. The gaps in our knowledge and experience were quickly filled saving us precious time and money.”



**Boardroom
Advisors**

Summary

Accelerate Agency are a digital marketing and analytics agency who were looking for support from an Advisor who had walked in their shoes. The goal was to save them time and money on the inevitable learning curve and to significantly increase their profitability.

Challenge

Accelerate could easily secure project work but this would not facilitate the kind of ambitious growth they were targeting. They needed a different approach.

They had a very diverse range of clients with variable understanding of Accelerate's innovative and ambitious approach. There were challenges with education and support that were sucking time and energy.

Being busy working IN the business meant the founders had little time to work ON the business. This meant they were being reactive when they wanted to be proactive.

Solution

By starting with a series of strategy workshops, time was carved out for the founders to reflect on every aspect of their business. The result was a strategic and tactical plan with measurable objectives.

Accelerate needed to move to a long-term retainer model in order to achieve their growth targets. Boardroom Advisors worked with Accelerate to package an attractive offer.

Boardroom Advisors helped review pricing strategies and identify key target audiences that shared Accelerate's innovative and ambitious vision. The direct result was a laser focus on marketing and sales efforts which secured six new profitable clients.

Result

The strategic planning process transformed the business to be significantly more profitable and scalable. The team grew by 3x and included part-time high-level expertise that would not be possible on a full-time basis as well as a scalable support team.

The strategic review of pricing and packages resulting in 400% growth in turnover in the first year.

Company Profile

Accelerate Agency was formed in 2017 by founders Nick Brown and Phil Pearce. They had extensive experience in results driven digital marketing within a wide range of sectors and innovative enterprise clients. They were wanting to run and grow their own business so they came together to create Accelerate Agency.

Catalyst for change

Although they had a lot of experience doing the service delivery, working in and for agencies and clients, even freelancing they had no experience of running their own agency.

They wanted to grow and scale quickly but they were also securing project work that meant their time was spent on the tactics of delivery rather than the strategy of growth. Accelerate came to Boardroom Advisors because they recognised that having the expertise of someone who had walked in their shoes would help them avoid mistakes and achieve their goals faster.

Strategic planning and mentoring

We started with a number of strategy workshops where we explored business strategy, marketing strategy and sales strategy. We discussed and agreed short and long term business goals, SWOT analysis, ideal clients and target audiences, pricing, staffing, internal processes and scalability issues.

The key issues were to focus on sustainable and scaleable growth, maintaining profitability and ensuring the team were unified around the short and long term goals.

Being in the office for a day per week for the first 9 months then scaling back to a day a fortnight meant that Boardroom Advisors could support and mentor the founders through day-to-day issues as well as helping keeping the strategies on track.

Support was also provided for interviewing and staff appointments, sales pitches and proposal development, pricing strategies, marketing planning, training, customer service and internal communication and process improvements.

Achieving sustainable growth

Accelerate have transformed their business from every angle and most importantly they have a plan that is working. The founders feel more confident about how to achieve the ambitious growth they want over the coming years. They work with clients they love, have a happy and talented team who deliver exceptional results have an effective sales

and marketing process that delivers an ever growing pipeline of quality leads. The future is looking very bright for Accelerate.



“You don’t know what you don’t know so having Boardroom Advisors involved helped us make some immediate and significant changes that increased our profitability. Our Boardroom Advisor gave us the confidence we needed to make bold decisions and saved us learning through making our own mistakes. Working with Boardroom Advisors was the best decision we made!”



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