

Measurable Results

The blog was met with instant enthusiasm and praise. There are less than 100 recognized accounting blogs around the country, and more in the accounting technology area. The blog media launch, including all collateral, promotions and materials cost \$7200.

Our results included:

Traffic:

- January 17- 31: 1,344 unique visits
- More than doubled in February: 2,917 unique visits
- Continues to strengthen in March: 3,752 unique visits

Commentary:

- 35 posts with 32 comments

New Client/Client Activity

- New Microsoft Dynamics – NAV (Navision) client gained (Current revenue \$50).
- Venture capital firm (D/J Mercury referred a practicing company as a client, saying our innovative firm culture was a particularly good fit. (potential billings of \$750 – \$1,000/mo.)
- "Guest Spotlight" blog category garners free PR on our blog for clients and key contacts in the community

Search Engine Optimization:

- PKF Texas appears on first page 3 times under a search on "Navision Houston"
- Top activation results and referrals during Microsoft Convergence, the Annual Worldwide Microsoft Conference in Dallas

ROI results

- Estimated return on earned PR is \$32,000 only 3 months from launch

