



Vitberg^{LLC} Opens for Business

Alan Vitberg, former AAM Board member and Director of Marketing for The Bonadio Group, a nationally ranked TOP 75 CPA firm, has opened a new consulting firm, Vitberg^{LLC}. The new firm designs and implements innovative lead generation strategies and tactics, installs state-of-the-art inbound marketing programs, and help accounting and other professional services firms get a superior ROI from their investment in marketing and business development.

Vitberg is a nationally recognized, award winning marketer known for his creativity, innovation and out of the box thinking that helped Bonadio, during his ten year tenure, grow from a \$12 million, two location firm to a \$45 million accounting, business advisory and financial services firm with offices throughout New York State.

Vitberg^{LLC} will assist clients capitalize upon new opportunities with services that include:

- Successful, hard hitting niche marketing programs and campaigns
- Hands-on assistance for lead generation campaigns, from planning through executions
- New thinking, strategies and tactics for leveraging traditional 1:1 marketing
- Integrated media and marketing communications strategies
- Inbound marketing strategies and tactics
- Services for re-engineering websites to accommodate inbound marketing and lead generation capture, tracking and nurturing
- Analysis and insight for assessing and enhancing ROI via expertise with state of the art marketing metrics
- Measureable lead capture, tracking and nurturing tactics

VitbergLLC's blog, [The Professional Services Marketing Digest](#) provides insights, guidance and observations on strategies and tactics related to marketing accounting services, and features *The Inbounders*, a cartoon that takes a light hearted look at contemporary marketing issues in the office.

The VitbergLLC [website](#) also features various whitepapers and videos that deliver critical information on inbound marketing, as well as guidance and tools like Executive Summaries for Partners for helping marketers get firm buy-in on new marketing approaches for lead generation. You can reach Alan at 585-425-2552.