

AccelerAction

Fact Sheet

PROFILE

Founded: 2009
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ABOUT ACCELERATION

Often firms are created because someone had a great idea, an epiphany, a different way of serving clients or helping professionals become even better at what they do. That's the story of AccelerAction.

By merging two firms, the first Kansas City firm that is solely focused on helping professional services firms with marketing, branding and public relations was created. Our principals and staff speak the language of professional services firms, having served in leadership roles with Grant Thornton, McGladrey, CBIZ and others. We know the dynamics, challenges and underlying issues that create roadblocks for firms that need to grow. Our proprietary tools, like the AccelerAction Plan™, are easy for technical professionals to grasp. AccelerAction easily implements ideas and tactics for firms that do not have in house talent.

Our collaboration includes writers, website designers, and creative people who we trust implicitly to translate a strategy or idea into action. Working in concert, AccelerAction brings experienced talent and a proven approach to every client.

CLIENTS INCLUDE

Privately-held accounting firms, consulting practices, financial institutions, law firms, solo practitioners, talent management/recruiting firms, private equity firms – professionals who need to create trusting relationships and build expertise.

SERVICES INCLUDE

We don't just advise your team, we join it. A few of the ways we do this include:

- ⇒ Advertising
- ⇒ Awards Entries
- ⇒ Brand Positioning
- ⇒ Business Development Programs
- ⇒ Direct Marketing
- ⇒ Lead Generation
- ⇒ Marketing Mentoring
- ⇒ Online Marketing
- ⇒ Publicity and Media Relations
- ⇒ Referral Marketing Strategies
- ⇒ Social Capital
- ⇒ Social Media Program Development
- ⇒ Social Networking Training
- ⇒ Strategic Marketing Plan Development
- ⇒ Website Development

FIRM PRINCIPALS

Amy Hoppenrath - Amy's background includes marketing leadership positions with professional services firms including CBIZ/MHM and advertising agencies. She believes every firm needs a vision and a plan to grow, not just a 'to do' list of projects.

Kristin Wing - Kristin brings experience as an in house marketing and communications executive with firms including Grant Thornton, RSM McGladrey, Spencer Fane Britt & Browne and others. She believes every professional has an opportunity to share expertise whether that's with a reporter, editor or speaking before a group.