



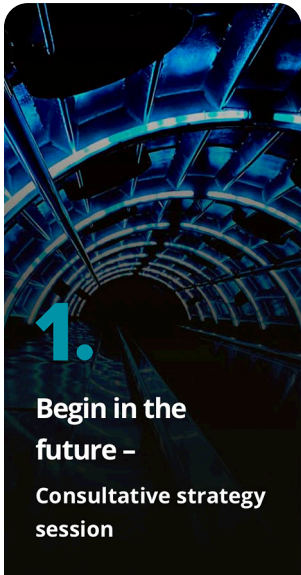
STILL
WILDLY
EFFECTIVE.

Evolving with the industry
for more than 20 years.

Deeply committed to
elevating the accounting
marketing profession.

Strategists behind decades
of firm branding and growth
nationwide.

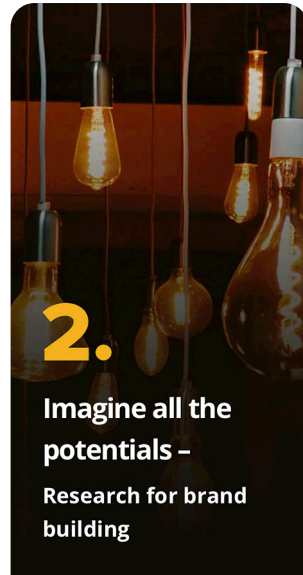
OUR APPROACH

A photograph of a tunnel with blue lights, representing the first step of the approach.

1.
Begin in the future –
Consultative strategy session

We bring our industry experience and senior level consulting to the conversation.

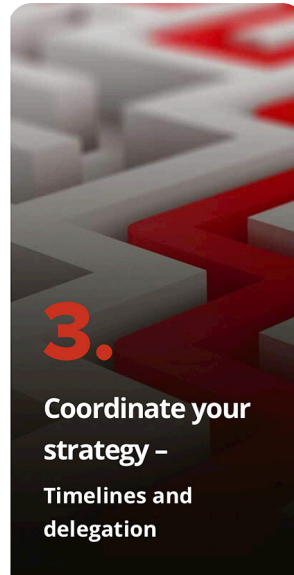
No rookies.

A photograph of several light bulbs hanging from above, representing the second step of the approach.

2.
Imagine all the potentials –
Research for brand building

Our preparation is personalized to you with clear deliverables.

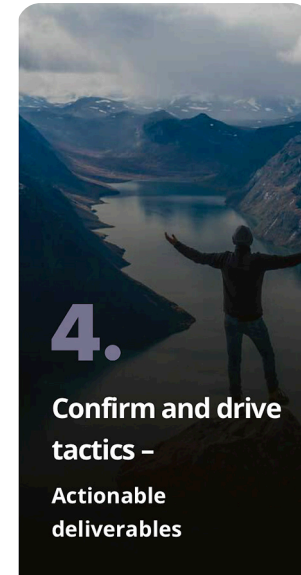
No assumptions.

A photograph of a maze, representing the third step of the approach.

3.
Coordinate your strategy –
Timelines and delegation

Apply our targeted research, creativity & collaboration.

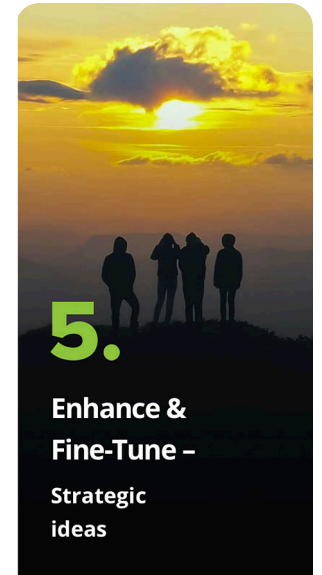
No hassles.

A photograph of a person standing on a mountain peak, representing the fourth step of the approach.

4.
Confirm and drive tactics –
Actionable deliverables

Arriving at your desired destination, we measure and maximize with additional recommendations, support or team training.

No worries.

A photograph of four people standing on a mountain peak at sunset, representing the fifth step of the approach.

5.
Enhance & Fine-Tune –
Strategic ideas

Pursue new strategies (like AI!) with our technical guidance, insights and quality control.

No gaps.

OUR SERVICES



BRANDING

Ingenuity offers clients the most thorough, yet flexible branding process available to the accounting profession. Choose a phased or tiered strategy to tell your story and build your culture. Many of our clients have been honored with AAM-MAAs for design and differentiation.

“The real star of our partnership with Ingenuity is in the brand and logo deliverables.”



COMMUNICATION CONSULTING

Ingenuity offered earned thought leadership long before the media caught up, building the reputations of thousands of professionals. Today, we do it digitally as well as in print and through speaking. Clients also hire us for M&A messaging, website content and in-house communications strategies.

“We trust Ingenuity’s consultants to deliver more than just a product.”



RESEARCH & SURVEYS

A longtime research partner for the Association for Accounting Marketing, Ingenuity is creative, efficient and analytical to give clients clear action steps from the data. They call on us for internal talent surveys, external industry surveys and the market research that leads to clearer branding and business decisions.

“They are strategic, creative and so easy to work with.”



DIGITAL MARKETING

Always staying on the cutting edge of new marketing technologies, Ingenuity speaks about, writes about and works with clients on the tools of the trade to demonstrate knowledge and gain ROI. We are fluent in keywords, digital ads, social media visibility and search analytics.

“Now we have the right ads out there 24/7.”



OUTSOURCED MARKETING

Whether your team needs capacity to scale, has a tight deadline or believes in outsourcing to specialists, Ingenuity offers a turnkey solution through our deeply experienced consultants. We work with firms of all sizes.

“It’s given us a foundation for what we’re doing well and how we can move forward.”



Contact [Dawn Wagenaar](#)
Principal of Ingenuity

FIND OUT MORE!

