



ANS

SOLUTIONS

Welcome to ASN Marketing

Your Partner in Strategic Lead Generation and Full-Spectrum Digital Marketing Services

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Introduction

At ANS Global Outsourcing Solutions, we are a full-service marketing agency specializing in lead generation, business development, and end-to-end marketing solutions for outsourcing companies. With 7+ years of experience, we have successfully partnered with firms across the USA, Canada, UK, and Australia to help them secure high-quality projects and achieve measurable growth.

Our services include social media management, website development, Google Ads, Facebook Ads, and targeted outreach campaigns. Whether you're a startup or an established firm, we provide customized strategies to help you scale your operations, build a strong client base, and drive sustainable growth.





About Me

With 7+ years of experience in business development and marketing, I specialize in helping outsourcing companies and local CPA firms achieve their growth goals. My expertise lies in lead generation, client acquisition, and end-to-end marketing solutions, including social media management, website development, Google Ads, and Facebook Ads.

I have worked extensively with firms across the USA, Canada, UK, and Australia, helping them optimize their marketing strategies, build scalable sales pipelines, and acquire high-value clients. Whether you're looking to expand your local presence or scale your outsourcing operations, I provide tailored solutions to meet your unique needs.

About Portfolio

We've partnered with outsourcing companies across the USA, Canada, UK, and Australia, helping them build a global presence. Our expertise lies in creating strategies that enhance visibility, attract international clients, and establish a strong market footprint worldwide.

Our Goals

To help outsourcing firms in the accounting and outsourcing industries achieve global growth without the hassle or cost of AI tools. With us, you get a 100% human touch—strategies crafted by experts to attract high-quality clients and build a strong international presence, so you can focus on your core business.s





Professional Journey: Expertise in Lead Generation and Business Development

With over 7 years of experience in business development, lead generation, and client acquisition, we specialize in helping outsourcing firms, CPA firms, and tax firms secure high-quality projects. Our expertise lies in identifying business opportunities, executing targeted outreach campaigns, and driving measurable growth. Over the years, we have collaborated with leading CPA and tax firms, expanding their client base while also assisting startups in building sales pipelines and scaling operations.

Career Milestones

Business Development Leadership – Outsourcing Firms (3+ Years)

- Led marketing and lead generation efforts, managing targeted email campaigns and cold calling strategies to maximize client acquisition.
- Designed and executed lead generation campaigns across the USA and Canada, securing multiple high-value clients within months.
- Managed client meetings, data handling, and lead conversions, directly contributing to revenue growth.
- Developed tailored business development strategies for small, medium, and large enterprises, ensuring consistent lead generation and client engagement.





Career Milestones

Strategic Business Development – Financial & Accounting Services (2 Years)

- Spearheaded lead generation strategies for CPA and tax firms in North America.
- Launched and managed campaigns for Virtual CFO and bookkeeping services, achieving significant client engagement.
- Promoted to team leadership within six months, overseeing sales operations and guiding junior team members in prospecting and client interactions.
- Developed business proposals and marketing collateral to support client acquisition.

Entrepreneurial Expertise – Consulting & Lead Generation

- Leveraging corporate success and industry expertise, transitioned into independent consulting, offering lead generation solutions for CPA and tax firms globally.
- Partnered with CEOs and decision-makers to secure high-value projects and expand market reach.
- Assisted startups in establishing scalable sales and lead generation processes, guiding them from early-stage growth to sustainable operations.
- Provided end-to-end business development support, including market research, outreach strategy planning, and sales enablement consulting.

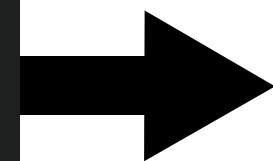




Market Analysis

Background

Summit Accounting Solutions is a U.S.-based accounting firm offering reliable financial services. They aim to expand their client base, and ANS Marketing Global will support this growth through targeted social media, SEO, and lead generation strategies.



Mission Statement

To empower outsourcing companies with human-driven marketing and lead generation solutions that drive global growth, attract high-quality clients, and build scalable success —without the need for impersonal Marketing tools / Software

Market Analysis

Industry Overview

The digital marketing landscape for accounting and financial services is increasingly shifting toward online advertising, with firms turning to social media and search engine optimization (SEO) to attract clients.

Facebook ads, in particular, have proven effective for targeting small and medium-sized businesses in need of accounting services.

Personalized ad content, retargeting, and data driven campaigns are key strategies.

Mobile-first campaigns and video content are also rapidly gaining importance in capturing user attention

Target Market

The U.S. market for accounting services presents untapped opportunities, especially among small businesses seeking affordable and reliable accounting solutions. With an awareness campaign followed by lead generation ads, Summit Accounting Solutions can capture these market segments. By focusing on specific industries that require accounting services (e.g., construction, real estate, eCommerce), the firm can build a steady pipeline of clients. Our strategy will also emphasize long-term brand loyalty and client retention through engaging social media and informative content.

Industry Overview

In the U.S. accounting sector, many competitors are leveraging Facebook ads to generate leads. However, few firms fully capitalize on the potential of a comprehensive digital marketing strategy that integrates social media, SEO, and content creation. By maintaining a robust online presence through regular content updates and optimized SEO, Summit Accounting Solutions can stand out. Additionally, our advanced audience targeting techniques, combined with engaging ad creatives, will position Summit Accounting Solutions as a leader in the market, driving high-quality leads



Services Offered

ANS Solutions will provide digital marketing services, including social media marketing, SEO, web development, content creation, and lead generation, to help attract and retain clients



Social Media Management



Sales and Client Support



Website Development



Content Development



Lead Generation



SEO



Email marketing



Cold calling



Data collection



Facebook, Google and LinkedIn Adv

Implementation Plan For Lead Generation

Research & Planning

We will conduct an in-depth analysis of your target audience and competitors to gain valuable insights. This includes identifying global demographics, behaviors, and preferences of potential clients, as well as evaluating competitors' strategies. This foundational research will guide our marketing efforts and ensure that our campaigns resonate effectively with your desired audience.

Title: Understanding Global Markets for Better Results

Awareness Campaign

To boost brand visibility, we will implement a comprehensive Facebook and LinkedIn ad campaign lasting 10-15 days with a daily budget of [Equation]10–15. This campaign will focus on creating engaging ad content that captures attention and generates interest. By targeting the right international demographics, we aim to establish a strong online presence and familiarize potential clients with your services.

Title: Building Global Brand Visibility Through Targeted Ads



Implementation Plan For Lead Generation

Lead Generation

Following the awareness campaign, we will shift our focus to lead generation, utilizing a daily budget of [Equation]60–70 for targeted Facebook and LinkedIn ads. Our goal is to attract high-quality leads who are actively seeking outsourcing services. By refining our targeting strategies and optimizing ad content, we will maximize the conversion of interested prospects into potential clients.

Title: Turning Global Interest into High-Quality Leads

Reporting & Optimization

We believe in transparency and accountability, which is why we will provide regular reporting on campaign performance. Weekly and monthly updates will include detailed metrics on ad engagement, lead generation, and overall effectiveness. These insights will allow us to make data-driven adjustments to our strategies, ensuring continuous improvement and optimization of campaigns.

Title: Transparent Reporting for Continuous Improvement





Implementation Plan For Lead Generation

Outreach Strategy: Calling, Email, and Cold Calling

To complement digital efforts, we will implement a 3-step outreach strategy:

1. Calling: We will reach out to warm leads (those who have shown interest) to schedule consultations or provide more information about your services.
2. Email Marketing: Personalized email campaigns will be sent to nurture leads, share valuable content, and encourage them to take the next step.
3. Cold Calling: For new prospects, we will use a consultative approach to introduce your services, address pain points, and schedule follow-ups.

Title: Personalized Outreach to Convert Global Leads



Testimonial

BOOKEEPING CASE STUDY

Amount Spent on Ads \$61

Conversion 3 Leads

Appointments Set 3

Deals Closed 1

Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Bookkeeping Services 10TH Aug	3	504	585	\$20.57	\$61.71	Ongoing
Bookkeeping Services 9th Aug	1	975	1,169	\$97.65	\$97.65	Ongoing
wareness 5th Aug	11,220	11,220	11,451	\$1.57	\$17.62	Ongoing
Bookkeeping Services 29th July	1	586	687	\$105.99	\$105.99	Ongoing
From 4 campaigns	Multiple conversions	13,268	13,892	Multiple conversions	\$282.97	Total Spent

BOOKEEPING CASE STUDY

Amount Spent on Ads \$1002

Conversion 33 Leads

Appointments Set 16

Deals Closed 4

Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
Bookkeeping services 17th Sep	11	3,275	5,360	\$31.92	\$351.12
wareness campaign 9th Sep	Reach	—	—	—	\$0.00
Bookkeeping services 6th Sep	7	3,532	6,345	\$55.22	\$386.51
Bookkeeping services 2nd Sep	1	1,478	2,074	\$107.64	\$107.64
Bookkeeping services 29th Aug	2	1,148	1,622	\$51.24	\$102.47
Bookkeeping services 23rd Aug	1	702	917	\$54.91	\$54.91
From 6 campaigns	Multiple conversions	8,139	16,318	Multiple conversions	\$1,002.65

Testimonial

ROOFING CASE STUDY

Amount Spent on Ads \$4253

Conversion 185 Leads

Appointments Set 85

Deals Closed 27

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Roofing Conversion Ad 25th Aug	29 Website leads	10,947	15,610	\$20.46 Per Lead	\$593.34	
Roofing Conversion Ad 9th Aug	15 Website leads	9,361	15,516	\$56.36 Per Lead	\$845.40	
Roofing Ad 15th July	141 On-Facebook leads	30,122	72,930	\$19.21 Per on-Facebook lead...	\$2,708.00	
Roofing Ad 8th May	1 On-Facebook lead	1,675	2,094	Per on-Facebook lead...	\$97.06	
Results from 4 campaigns		43,913 People	106,150 Total		\$4,243.80 Total Spent	



ROOFING CASE STUDY

Amount Spent on Ads \$2932

Conversion 84 Leads

Appointments Set 34

Deals Closed 13

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Roofing Conversion Ad 22nd Sep	12 Website leads	5,316	7,250	\$35.75 Per Lead	\$429.16	
Roofing Conversion Ad 20th Sep	1 Website lead	1,790	2,090	Per Lead	\$91.64	
Roofing Conversion Ad 15th Sep	3 Website leads	3,456	4,464	\$85.15 Per Lead	\$255.46	
Roofing Conversion Ad 24th Aug	2 Website leads	1,323	1,507	\$31.92 Per Lead	\$63.93	
Roofing Conversion Ad 2nd Aug	18 Website leads	12,759	20,167	\$60.84 Per Lead	\$1,095.03	
Roofing Ad 29th July	8 On-Facebook leads	4,039	5,739	\$26.02 Per on-Facebook lead...	\$208.19	
Roofing Ad 20th July	22 On-Facebook leads	10,165	16,877	\$20.08 Per on-Facebook lead...	\$441.76	
Results from 8 campaigns		33,193 People	46,253 Total		\$2,932.47 Total Spent	





Our Pricing

ANS Marketing offers flexible digital marketing solutions through hourly, fixed, and customized plans designed to help our firm attract new clients.



Monthly Rates

\$300 USD

Includes

- ✓ Social Media Management
- ✓ Lead Generation
- ✓ Email marketing
- ✓ Data collection
- ✓ SEO
- ✓ Cold calling
- ✓ Facebook, Google and LinkedIn Ads



Keep In Touch

Together, we can turn ideas into achievements and challenges into opportunities.

We are committed to growing, innovating, and succeeding side by side.

Looking forward to taking the next steps together.

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