



App
Advisory
Plus

Marketing Partnership Brochure

appadvisoryplus.com

Who are App Advisory Plus

App Advisory Plus are the **UK's leading independent directory of accounting** integrated apps and software platforms with a highly engaged audience of accountants and individuals who are looking to review and recommend accounting integrated apps and software platforms. Built by the team at Farnell Clarke, App Advisory Plus was developed to fulfil a need that so many accountants and businesses have – what apps fit my client's or my own needs?

Our directory covers over 450 apps that are integrated to one or more of the major cloud accounting platforms including Xero, Sage and Quickbooks Online, meaning our users can find and compare apps from the whole marketplace, all at once.

Our free to use and free to list directory allows users to review and compare apps across 50+ categories and over 60 business types quickly and easily. Registered users can then create white labelled reports recommending apps to their SME and corporate clients.



More than just a directory!

Newsletter

As well as the online directory we also send regular newsletters packed with the latest news to our highly engaged audience of accountants who are looking to recommend accounting software applications to their clients.

Webinars

We also run regular webinars which are heavily promoted across our website, social and newsletter audiences as another way for our marketing partners to speak directly to our targeted audience.

App Advisory Plus - Built by accountants, for accountants.



How we help accountants?



+ **As a trusted source of information on apps and advising on apps we are helping accountants to:**

- Find the right apps for them, with better searching functionality and comparative information, backed up by knowledge, articles, and helpdesk support.
- Build and save the app stacks that work for them and their clients.
- Get on-demand, independent support to help them understand the apps and workflows that will apply for specific cases.
- Understand the processes they need to put in place to successfully use apps and deliver app advisory services to clients.

Our users trust us to help them find the right apps for their and their client's needs.

+ **We can help you talk directly to this engaged audience.**

“ App Advisory Plus fills a gap in the market, whether you need advice for your firm or for clients, App Advisory Plus provides experienced and knowledgeable accounting professionals who have many years in the app world, and the relationships to match.” ”

Keith Lesser
Partner, Lesser & Co



How we can **help you!**

Delivering a highly engaged and targeted audience

- + Our users are looking to use or recommend accounting integrated apps to their clients.
- + Our cost-effective advertising opportunities allow you to talk directly to this audience without wastage.
- + We can deliver to you better qualified, highly engaged leads of individuals and companies looking to recommend accounting integrated apps and software platforms like yours.
- + We help show accountants how their own or their clients' requirements match up to the functionality of your app. This should lead to higher conversion rates, and reduced churn due to a better product fit.

Our marketing channels

AAP WEBSITE



Av unique users Jul-Dec 2022
– **1,826** per month – Source GA
Total active registered users
– **1,511** Feb 23

NEWSLETTER



Weekly Newsletter Audience:
3,173 subscribers
– Average open rates of **35.3%**
– Average click rates of **6.0%**.

SOCIAL MEDIA



2,059+
Followers Feb 23



1,287+
Followers Feb 23

Annual marketing **partnership**

AVAILABLE FROM: £150+VAT PER MONTH OR £1500+VAT PER YEAR

Our annual marketing partnership is designed to help you promote your brand, products, and content to our highly engaged and targeted audience throughout a whole year at a highly cost-effective rate.

When you become a marketing partner, for the extremely competitive price of just £1,500+VAT for a whole year, you access a large range of onsite benefits and the ability to promote your content to our audience and support your content marketing efforts.

PARTNERSHIP INCLUDES:

Directory listing management

Access to update your directory listing as often as you want and whenever you want. You can control and add to your listing as required. This includes the ability to include articles and content at your discretion. All articles and content can be canonically linked back to a domain of your choice supporting your own content marketing and SEO activities.

Directory listing advert

Add a clickable advert image/gif to your directory listing with tracking link (supplied by you). Helping to make your listing stand out to those searching within a particular sector or type.



Content promotion

As a marketing partner we will promote blog articles, product updates or news articles to our audience via our fortnightly newsletter and across our social channels where appropriate.

This is subject to a fair use policy of one 1 per quarter with priority given

1. Our newsletter is delivered to over 3k+ inboxes every 2 weeks.
2. Your article will be given priority placement
3. Your content piece will also be showcased across all our social media channels and that audience

Directory listing insights

Provide feedback on the interactions with your listing on a quarterly basis. See how many people are viewing your page and how many times they view.

Member offer promotion

Provide a unique member offer to be added to our app offers blog. These are included in our bi-weekly newsletter, and we promote the individual offers on a cycle via social media.

Plus

10% DISCOUNT on all other AAP marketing products including App of the month, Featured App Promotion Slots and Solus Email packages.

Featured apps

Homepage Featured App - POA

Category Featured App - POA

Ensure your app is seen above all others in a category

Our featured app slots are a great way to ensure your app stands out against all the others in a particular category and on the App directory homepage itself.

With over 450 apps listed in the directory you can ensure your app is the first to be seen in your category with our featured app making it way more likely for one of our website users to find you without going into the entire directory of 450+ apps.



APPS RESOURCES

Dive into the app directory

Find the right technology for your practice and clients

BROWSE THE DIRECTORY

Our Gold Partners

GOLD

citrus HR

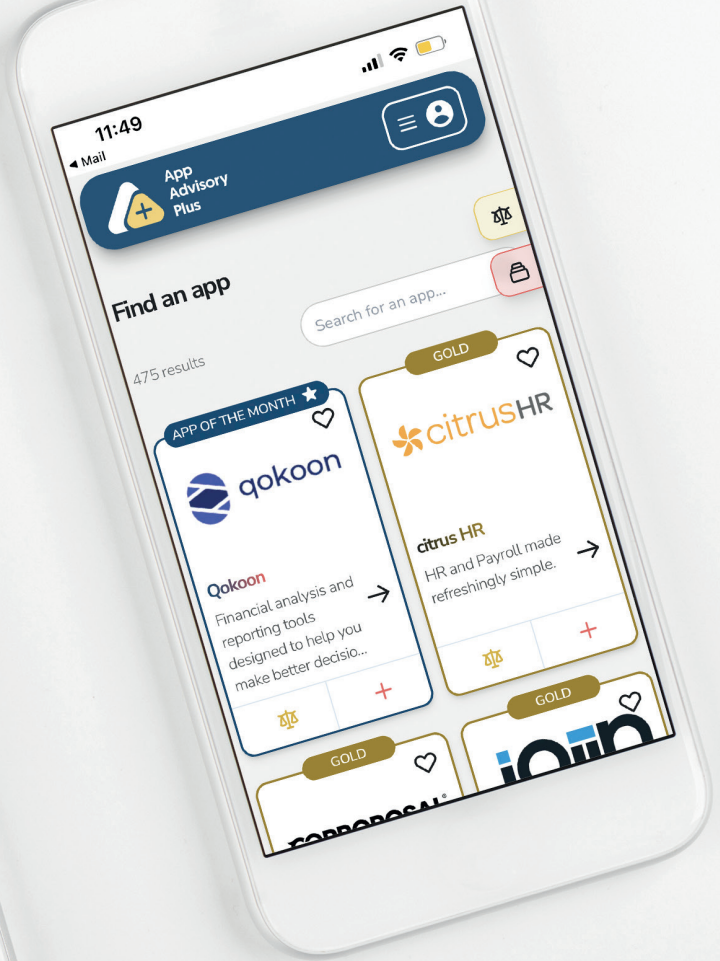
EXPENSE MANAGEMENT • HR • PAYROLL

GOLD

GOPROPOSAL®

GoProposal

PROPOSAL & QUOTING



11:49

Find an app

475 results

APP OF THE MONTH**Qkoon**
Financial analysis and reporting tools designed to help you make better decisio...

GOLD

citrus HR
HR and Payroll made refreshingly simple.

GOLD

GOLD

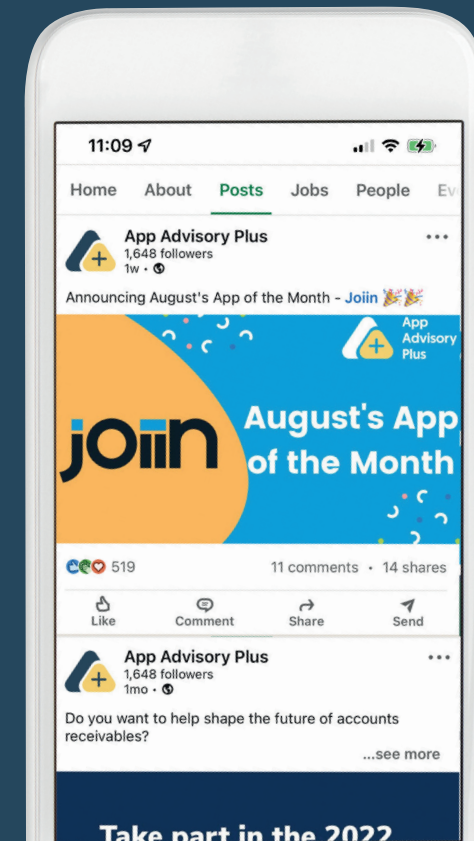
App of the Month

App of the month - POA

A dedicated multi-channel promotion of your business / product for an entire month.

The package includes:

1. Two solus emails announcing the partnership to our engaged active members
 - One month start and one mid-month
2. A dedicated top slot in our bi-weekly newsletter
3. Two follow up emails to sign ups promoting your business and the webinar
4. One hour webinar on your chosen business topic
 - Webinar joint branded with you to our audiences
 - Webinar can be hosted in association with key AAP staff or delivered solus by yourselves
 - We run all the technical and registrations for you
 - We promote the webinar heavily across our newsletter and social channels with weekly socials media cards across our three channels
 - Video of the webinar is then available in a dedicated video channel on the AAP website permanently giving you a constant presence on the AAP website and the associated SEO benefits of your own dedicated permanent webinar page branded and linked to you!
 - We will share with you the full permission agreed list of attendees for you to market to



Solus email newsletter

Solus email to AAP Newsletter audience - POA

Solus newsletters give you the complete flexibility to send a dedicated email campaign to our subscriber database to promote a service offering of your choosing.

You choose what service or message you want to send to our audience and send that email to us and we will do the rest. We will create a dedicated email campaign comprising of 1 email with the content or existing supplied with an AAP header and footer to provide credibility to our audience.

We will then send the email to our newsletter database with a tracked CTA to monitor performance and ROI and you will receive full reporting post send.

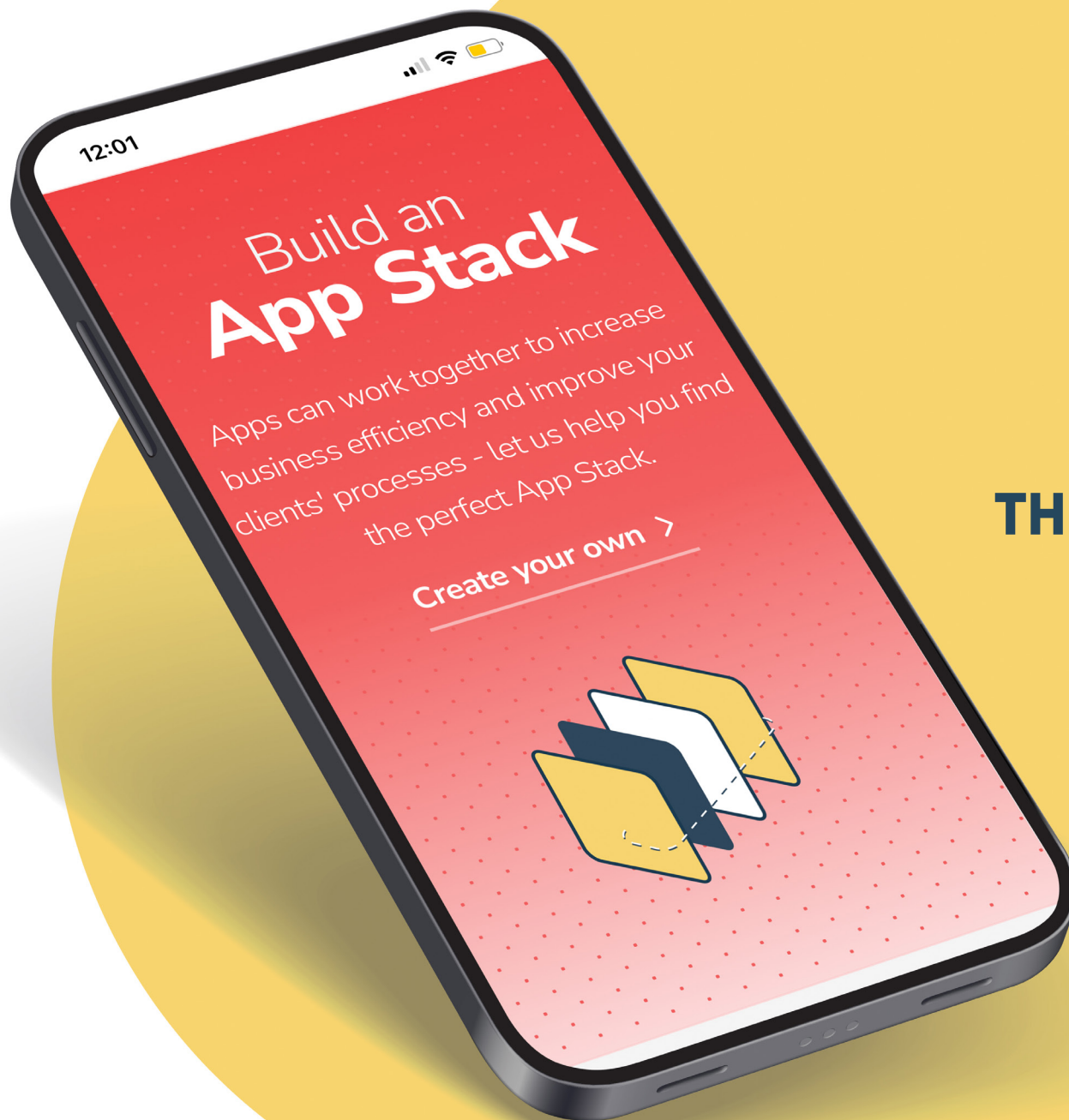




Bespoke hosted panel discussions or events – POA

We can work with you to create and deliver high impact hosted panel discussion on key topics of interest to you and our audiences to help position your thought leadership.

- Hosted by industry experts
- Held online or in-person or combination of both
- We promote the webinar heavily across our newsletter and social channels with weekly socials media cards across our 3 channels
- Video of the webinar is then available in a dedicated video channel on the AAP website permanently constant presence and SEO benefits
- We will share with you the full list of attendees for you to market to



**HELPING YOU FIND
THE BEST ACCOUNTING
INTEGRATED APPS**

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