

Campaigns for Accountants

Campaign	Target Market	Target Decision Maker
Service Based Campaigns		
Tax	SMEs with Ebit of £350k	Managing Directors / Majority Shareholder
LLPs, conversion for tax savings	Ltd companies with 4 plus owners	Managing Directors, Financial Directors, Majority Shareholder
M & A	Professional practices £250k to £3m turnover	Managing Partner
Profit Improvement	SMEs turnover £3m+ profit £200k - £500k	Managing Directors, Financial Directors, Majority Shareholder
Insolvency	Accountancy Practices	Senior Partner
IT	SMEs £1m to £10m	Director responsible for IT
R & D Tax Relief	SMEs with less than 500 employees	Financial Directors, Managing Directors
Sector Based Campaigns		
Healthcare	Doctors Practices / Dentist Practices / Hospital Consultants	Partners or Practice Managers / Business Managers, Hospital Consultants
Distribution	£3m to £20m turnover	Financial Directors
Not for profit / Charities	Religious organisations, large grant-making foundations, arts organisations (regional theatres and arts centres), charities, social welfare	Financial Directors
Registered Social Landlords	Specific VAT Campaign	Financial Directors
Care Homes	Care Homes general knowledge	Owners
Food & Drink	Food Producers £1m+ turnover	Financial Directors, Managing Directors
Pensions	Any organisation with a DB Scheme	Financial Directors, Pension Managers, Chair of Trustees
Agriculture	Farmers, Estates, Land Owners and Suppliers to the Agricultural sector	Financial Directors, Business Managers, Owners
Media	Agents, transport, theatres, PRS and PPS and lighting companies	Full range of Owners
Academies / Schools	State Schools	Head, Bursar, Business Manager

Campaigns for Large Corporates

Campaign	Target Market	Target Decision Maker
Service Based Campaigns		
Commercial Property	Developers, shopping complexes, serial landlords	Counsel, Heads of Legal, Financial Directors
AIM listing & delisting	Privately owned Limited companies in London turnover in excess of £20m	Financial Directors / CFOs, Managing Directors, CEOs
Corporate Finance	Insurance companies, sales mandate work for sector consolidation	Managing Directors, Partners
Pensions Audit	Companies as listed in Pensions Blue Book	Pensions Managers, Chairman or Secretary to Trustees
Internal Audit	PLCs / FTSE listed	Financial Directors
REITs	Client sourced companies in construction and real estate within certain size parameters over a UK-wide geographical spread	Financial Directors, Chief Executives, CEOs, Chairman
R & D Tax Relief	Turnover in excess of £100m	Financial Directors, Managing Directors or Compliance Officers
Sector Based Campaigns		
Chemicals and pharmaceuticals	Global Corporates	Counsel, Head of Legal
Retail	£50m turnover plus	Managing Directors, Financial Directors, Head of Legal
Insurance	Lloyds insurance companies / other	Financial Directors, Managing Directors or Compliance Officers

Please note: Each month there are over 150 live projects, detailed above are a small selection of the project types. As you can see, firms tend to target by service or sector.