

# Moose – informal finance

Moose Accounting is a relatively young practice specialising in supporting startups, small business and creatives. It operates a no-neckties-or-briefcases approach to money matters, and prides itself on its friendly demeanour and genuine client care.

From the outset it was clear that Moose Accounting had a point of difference to offer its market. But rather than pressing ahead with creating promotions, I spent valuable time talking to the founders to really understand their motivations and their experiences of the industry. MD John was clearly frustrated by the tactics of 'old school' practices, which intentionally confused and regularly failed its clients by not giving relevant advice at the crucial time.

Following our discussions, I formed a brief of my own, detailing short and longer-term objectives and deliverables, and presented it to them. This agreed, I worked on both immediate needs and underpinning values – generating a Self Assessment promotion and a writing guidelines document based on perceived brand personality. The approval of this document enabled a clear path to brand-building.

Whilst rewriting and restructuring the company's website, I was also tasked with sowing the seeds of a social media presence in readiness for the site's launch. Using Twitter to share useful tips and light-hearted anecdotes, I also developed the basis of a communications plan to encourage a steady flow of insightful articles and engaging content throughout the calendar year.

As is often the case, servicing the growing customer base took immediate priority, but work-in-progress is soon to be revived and implemented.

## Ensuring the numbers add up

My desire to understand Moose's business and its strategy reflected the approach the practice takes with its clients. With an in-depth appreciation of the company's expertise aligned with my outsider's perspective, I was able to highlight some service definition woolliness, and accordingly help reshape the client package offers and related price points.

