



# Ceezar Case Study

SAMPLE

**Accountants can review, learn and promote the marketing initiatives that Ceezar recommends.**

**Ceezar is relevant to any business, from any sector and of any size.**

**The whole process is easily adaptable to the Accountants client roster.**

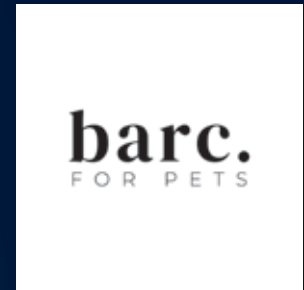
**It's a free service, so just use it!**

**Let's unpack Ceezar and G12  
with a simple case study.**

**Here we can see how G12  
and the Ceezar Product Suite  
has delivered solutions, value  
and growth to an Aussie business.**

# Barc For Pets

- Online Store Pet Products
- Dog Walking and Minding



# Ceezar Products

- Lean Canvas Strategy
- eCommerce Magento CMS
- CRM + EDM + Booking Engine
- Velocity Digital Marketing Program



Featured on **Xero On Air** Episodes



# Results

- Growth of service offering into new national areas.
- Expansion of product service offering to Dog Farm Stay.
- Increase Word Of Mouth referral by 50%.
- Increased eCommerce product sales with a ROAS to 6:1.
- Increased sustained website traffic by 500% / 6 months.
- Refined brand positioning which increased advertorial opportunities and digital partner collaborations (eg: episode feature on Xero On Air)

# What The Accountant Can Learn

- Learn how an eCommerce Website sells products.
- Learn how digital marketing delivers leads and how much it costs depending on the industry.
- Learn how eCommerce results are measured.
- Learn how eCommerce shows up in accounts ie: Xero.
- Learn brand impacts sales and B2B relationships.
- Understand Google and SEO.

**Ceezar is purposefully built for Accountants**  
**[www.ceezer.com.au/register-your-client](http://www.ceezer.com.au/register-your-client)**



Register Your Client

**It's a free service!**

**Together we can help your  
SME clients survive.**

**REQUEST A CEEZAR DEMO**



**“When your clients’ brands are strong,  
your client portfolio will perform better.**

**Businesses with a strong brand are often much more  
resilient to negative forces (🦠) compared to those that  
have a weak brand.**

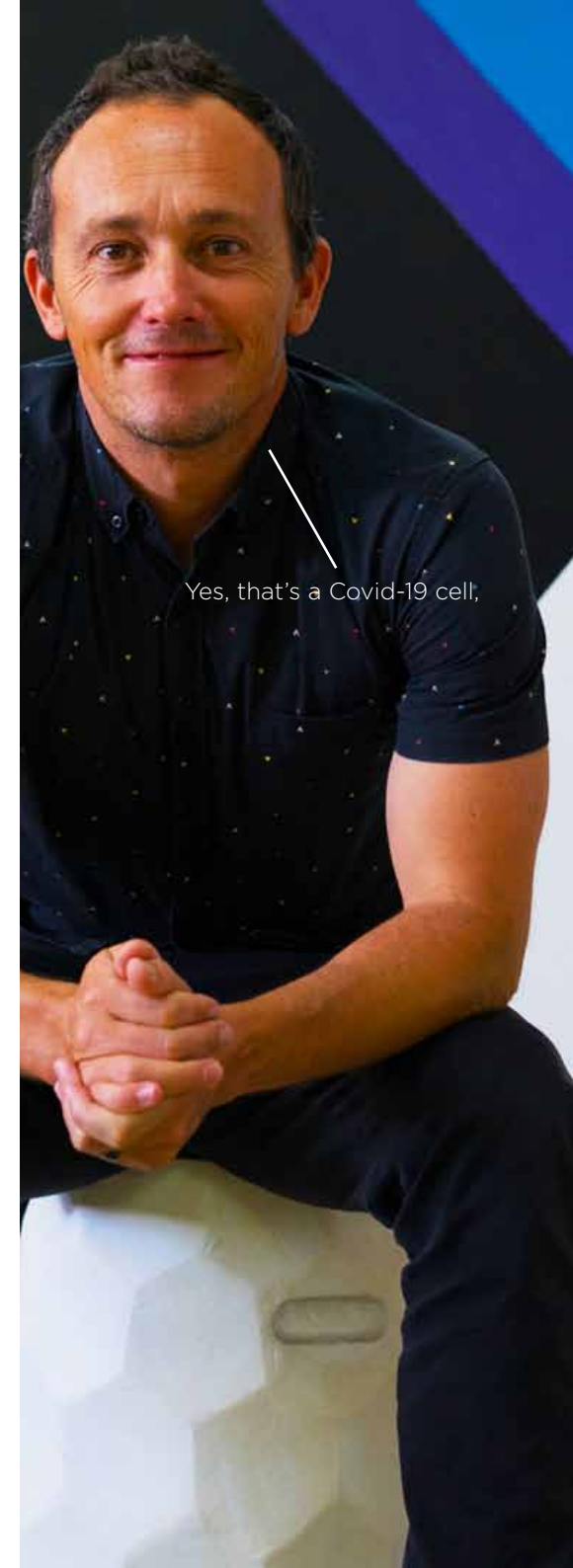
**A business that realizes its brand equity has a greater  
perceived value in the marketplace, thus has a healthier  
bottom line and operates under less stress.**

**Our whole team adheres to this thinking. Let’s start  
a conversation on how we can work together.**

**Call me direct on 0400 375 264  
Email me at [Luke.Sullivan@Ceezar.com.au](mailto:Luke.Sullivan@Ceezar.com.au)**

**Many thanks for your time just now”.**

**Luke Sullivan. Founder.**



**We've delivered project success for many companies that have needed to connect brand with business.**

**Rentokil**



**SUTHERLANDSHIRE**



**Deloitte.**



# **Offer more to your clients.**

## **Request a Ceezar Demo.**

**Contact Luke Sullivan**

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