

# Brookson Selects Bigmouthmedia To Lead SEO Strategy



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Online accountancy firm Brookson has appointed bigmouthmedia to handle its search marketing activity.



A leading provider of accountancy, tax advice and support services, [Brookson](#) selected [bigmouthmedia](#) following an extensive search to identify the ideal partner to lead its digital marketing strategy. An established innovator in the sector, the move comes as the award-winning consultancy moves to establish its Navigator Money Manager portal as the UK's preeminent suite of online financial tools.

"As a company we have been going through a revolution in recent times. We have fundamentally changed our business model and are going direct to market as we look to continue the company's expansion, so clearly search engine optimisation is a critical part of that strategy," said Martin Hesketh, Managing Director at Brookson.

"Together with its status as an industry leader, bigmouthmedia's unrivalled experience in helping brands make the most of their online activity made the agency the only logical choice for the job."

Founded in 1995, Brookson was recently shortlisted as a finalist in this year's Association of Professional Staffing Companies (APSCo) awards for 'Innovation of the Year'. The company's 150-strong accountancy service now manages the financial affairs of over 9,000 customers, freelance contractors and individuals who work in business for themselves.

Brookson's Navigator Money Manager portal underpins Brookson's claim to offer one of the most innovative contractor [accountant](#) services available on the UK market. Allowing clients to access their business financial information 24/7, the system has been designed to help customers run their businesses more effectively by providing up to date financial information at their finger tips.

Currently, ninety nine per cent of Brookson's customers used the online tool to complete their last year-end accounts and each week the online portal records an average of 4500 unique visits.

"We're delighted to be welcoming Brookson as a client. The company's focus on innovation and invention is one that we share at bigmouthmedia, and this promises to be both an exciting and challenging campaign," said Phil Acton, Head of Business Development at bigmouthmedia.

#### **About**

Brookson is a leading provider of accountancy, tax advice and support services to freelance contractors and self employed professionals who work in business for themselves. Brookson supports people in their chosen way of working through its limited company, [sole trader](#) and umbrella company services. As a strong accountancy service, managing the affairs of over 9000 customers, Brookson is committed to offer the very best service, support and advice.

#### **Brookson:**

#### **About**

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: [Search engine optimisation](#), PPC, Online Media Planning, affiliate marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news to ensure clients are fully informed and aware of all industry developments.

#### **bigmouthmedia:**

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