CASE STUDY: VARNEY & ASSOCIATES

How Varney & Associates Chose a Fractional Marketing Partner Over Hiring In-House - and Started Driving Real Website Leads

CLIENT OVERVIEW

FIRM	SIZE	LOCATION	GOAL
Varney & Associates Founded in 1959	51-200 Employees	Manhattan, KS Emporia, KS	Website Lead Generation

The Challenge

Growth Without a Marketing Team

Like many accounting firms, Varney & Associates had grown successfully for years without a formal marketing department.

Marketing responsibilities lived with the firm's HR Director and were primarily focused on employer branding and occasional social media posts. While this approach helped maintain visibility, it was not driving firm growth.

The leadership team began to notice a concerning trend:

- Their website was not generating meaningful leads
- Social media activity was not translating into new client conversations
- There was no clear system for attracting new, right-fit clients

As Varney looked ahead to continued growth, it became clear that relying on ad-hoc marketing efforts was no longer enough.
Strong firm. No clear marketing system to support growth.

Why RightFit

A Partner, Not a Hire

Varney considered hiring a full-time marketing professional.
But that path created new challenges:

- Finding someone who understands the accounting industry
- Training them on the firm's strategy and services
- Managing execution across website, SEO, content, and social media
- Pulling time from already busy managing partners

RightFit offered a different approach.

Instead of building a marketing department from scratch, Varney partnered with RightFit as a fractional, end-to-end marketing partner.

They needed a partner who:

- Understood accounting firms
- Could move quickly
- Could execute without requiring heavy partner involvement
- Had proven systems for website strategy, SEO, content, and lead generation

RightFit gave Varney immediate access to the tools, expertise, and implementation support they needed — without the time, cost, and risk of hiring internally.

THE RIGHTFIT APPROACH

Website Strategy	Local Search Optimization	Lead Generation
Expanded and clarified website content to better communicate Varney's services and value.	Identified and resolved issues with Varney's Google Business Profile.	Improved the foundation for organic traffic and website contact form submissions.

THE RESULTS

More Visibility. More Leads. Less Internal Lift.

Once updates to the website and Google Business Profile were implemented, Varney began seeing clear signals that the strategy was working.

Early Results Included:

- Increased organic traffic
- Improved visibility in local search
- More contact form submissions coming through the website

BUSINESS IMPACT

- Varney gained a clearer system for attracting new, right-fit clients
- Website improvements began generating more meaningful inbound activity
- Local search visibility improved through Google Business Profile optimization
- Partners avoided the time and risk of hiring, training, and managing an internal marketing employee
- The firm gained access to a full marketing team without adding internal headcount

"We brought in RightFit because they already have all the tools and expertise to move quickly for us. Rather than try to find, hire, and train someone who doesn't know the accounting industry, the team at RightFit already has a process that's easy for managing partners to get started with and it doesn't require much of our time."

— Varney & Associates

What This Means for Other Managing Partners

Varney's results did not come from hiring more people internally.

They came from **having the right partner implement proven systems.**

If your firm:

- Knows marketing matters but does not have a marketing team
- Relies too heavily on referrals and word-of-mouth
- Wants more right-fit clients coming through the website
- Feels overwhelmed by the idea of hiring, training, and managing marketing staff
- Needs implementation without adding more work to partners

This is exactly the problem RightFit was built to solve.