

SurePayroll Case Study FlyDragon Consulting



Overview

FlyDragon Consulting takes pride in teaching its clients “how to fish” by offering virtual bookkeeping and accounting services that include AccountEdge installation and customization, enabling small business owners to take control of their finances and administration.

The Challenge

Without a corporate-sized budget or enough time to increase marketing efforts, FlyDragon could only cast its net so far.

Refusing to accept the hefty price tag and limitations of traditional marketing tactics as the only conduit to engage more prospects, JoAnn Ortiz, founder of Los Angeles-based FlyDragon Consulting, turned to the burgeoning social media scene to see what benefits business owners like her could find.



Without changing operations, including all her time spent managing clients’ payroll, JoAnn couldn’t devote time to marketing and building her business.

When JoAnn dug in, she found the brave new world filled with passionate but inexperienced small business owners looking for anyone with useful information. And JoAnn had the answers — but she didn’t have the time. Without changing operations, including all her time spent managing clients’ payroll, JoAnn couldn’t devote time to marketing and building her business.

The Solution

That’s when she switched FlyDragon to a white-label online payroll service powered by SurePayroll.

Almost half of FlyDragon’s clients opted for the more affordable alternative that includes full tax management and AccountEdge integration. Now the FlyDragon team doesn’t waste time trying to get in touch with traditional payroll companies’ customer service departments, and the clients benefit from the affordability and simplicity of SurePayroll’s online payroll.

“I used to waste so much time in customer service hell trying to help my clients fix simple payroll errors,” JoAnn says. “Now getting in touch with a rep is cake. And my clients are always saying, ‘Wow, this really is easy.’”

With more time to focus on marketing, JoAnn could start answering the questions of knowledge-thirsty small business owners nationwide online through social media.

“It took a little time for call volume to pick up, but a quick increase in Web traffic was pretty noticeable,” JoAnn recalls. “And it didn’t cost anything—just a little time.”

The Results

Since half her clients have switched to her white-label SurePayroll solution, she has unearthed the time and resources she needs to engage in the social media arena. Most importantly, her clients never noticed any lapse in service when she placed a greater emphasis on social media marketing because SurePayroll keeps things running smoothly without FlyDragon intervention. And her clients love accessing reports and info online at their convenience.

Shortly after engaging in Yahoo! Answers and Twitter, JoAnn has witnessed search engine rankings improve, including the FlyDragon Web site securing the #1 spot when someone searches for her company. And the first page of Google results usually features results from her Yahoo! Answers.

Now JoAnn spends roughly an hour every day combing Yahoo! Answers and Twitter for questions related to her field. She always answers them using her name with her business contact info; FlyDragon doesn't directly answer the questions. "Social media is about real people connecting," JoAnn explains.

She's also built Facebook and LinkedIn profiles for herself and her business. Across all the major social networks, small business owners seeking FlyDragon Consulting are greeted with consistency in messaging and personality.

JoAnn is never interrupted from her social media endeavors to help SurePayroll clients get answers from customer service. And more prospects can receive fishing lessons that keep their small businesses financially stable.



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About FlyDragon Consulting

We are small business consultants that focus on the shopkeepers, sole proprietors & dreamers. Maccentric & down to earth, we think outside the box and will teach you to do so too. Our strongpoints are showing you how to organize your business, accurately keep your books and comfortably navigate your software.

As the proverb says: "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime." We'll teach you how to fish [efficiently] on a Mac, in Windows and even en Español!

While based in Hollywood/Los Angeles we will gladly provide remote support to anyone in any part of the globe. In fact, we encourage your geographically distant calls. For more information visit www.flydragonconsulting.com.

About SurePayroll

SurePayroll, The Online Alternative, is dedicated to providing a convenient and easy-to-use small business payroll service that keeps business owners in control. Over 30,000 customers rely on SurePayroll to process payroll on demand in as few as two minutes.

In addition, SurePayroll offers efficient online solutions for managing 401(k) plans, health insurance, workers' compensation, employee screening and more. For accountants and banking partners, SurePayroll provides private-label and co-branded services that enable them to offer online payroll processing to their small business clients.

The company has received numerous prestigious awards for its innovative technology, and outstanding customer service and sales teams, including recognition from *PC Magazine*, *Accounting Today*, the American Business Awards and many others. SurePayroll is a wholly owned subsidiary of Paychex.

For more information, please visit www.surepayroll.com, call 877.954.7873, or follow us on www.twitter.com/SurePayroll or facebook.com/SurePayroll.