



BLUEOCEANPRINCIPLES
MAKING THE COMPETITION IRRELEVANT

www.blueoceanprinciples.com
Phone (619) 602-4821
info@blueoceanprinciples.com

Press Release

BLUE OCEAN PRINCIPLES AND THE SLEETER GROUP PARTNER TO OFFER MARKETING SERVICES

Marketing Management Programs to Build Better Brands
For Sleeter Group Consultants' Network

SAN DIEGO, CA, NOVEMBER 20, 2014: Blue Ocean Principles announced at the [2014 Sleeter Conference](#), two new Marketing Management Programs now offered at a discount to the [Sleeter Group Consultants' Network](#). The marketing services aim to create an online presence for firms that are looking to grow their practice, and establish brand awareness. [The turnkey programs](#) are now being offered to Sleeter members which include SEO management, content production, newsletters, marketing consultation, social media management and analytics reporting. The programs allow accounting firms to outsource their marketing efforts and gain local online supremacy to grow their practices. "We are thrilled to be partnering with Blue Ocean Principles. Kacee brings years of industry knowledge and marketing expertise to the table that will add value beyond measure to our Sleeter Group Consultants' Network" Misty Megia, Director Strategic Programs.

Blue Ocean Principles Founder, Kacee Johnson, remarked on the benefit of such a program, "It's important for Accounting professionals to have a marketing resource. These firms are great at their profession but not necessarily at branding, marketing or selling their own services. That's where we come in; these programs were specifically built for Sleeter members to give them a cost-effective option and create some real lead generation." Members of the Sleeter Group Consultants' Network are also offered a 10% discount on additional Blue Ocean Principles services including business strategy consulting and creative services such as graphic design.

[About Blue Ocean Principles](#)

Blue Ocean Principles marries the key elements taught in the top rated MBA programs across the Nation and found in W. Chan Kim and Renee Mauborgne's International Bestseller [Blue Ocean Strategy](#) with a fundamental approach to focused consulting services. Strategy consulting for businesses, professional

accounting firms, and vendors alike that need either project based work or ongoing support in Marketing, Sales, Business Development, and Operations. Working with key leadership to create strategies that will take their business to the next level, or solve problems in their lacking CxO positions.

[About The Sleeter Group](#)

The Sleeter Group is dedicated to helping accountants and small businesses work together by using the most innovative and tested tools/systems to generate greater efficiencies and higher profits. Representing an independent view, separate from any particular company or product, and evaluating solutions based solely on how they meet the demands of small business owners.

For more information on [Blue Ocean Principles](#), contact Kacee Johnson at info@blueoceanprinciples.com.

End-