

# design counts

Design-led Marketing  
Support for Accountants ➤

*Easy and cost effective*  
**BRANDING, DESIGN & CONTENT**  
*to make your accountancy firm*

Welcome to  
**design counts**

For accountants, clear and polished communication is essential. Our **design-led approached marketing support** ensures everything from social media graphics to internal documents are professional, engaging and on-brand.

Our flexible packages let you prioritise what you need most—whether it's branded social content, event materials, brochures, or website visuals, we provide **expert design support** to bring your marketing to life and make a lasting impact.





**Co-pilot**

## A Trusted Partner in Design & Marketing

We work with accounting firms of all sizes, providing design-led support that elevates their brand and marketing. With the help of design, written content and knowledge of the sector, we bring our partners' strategies and visions to life.

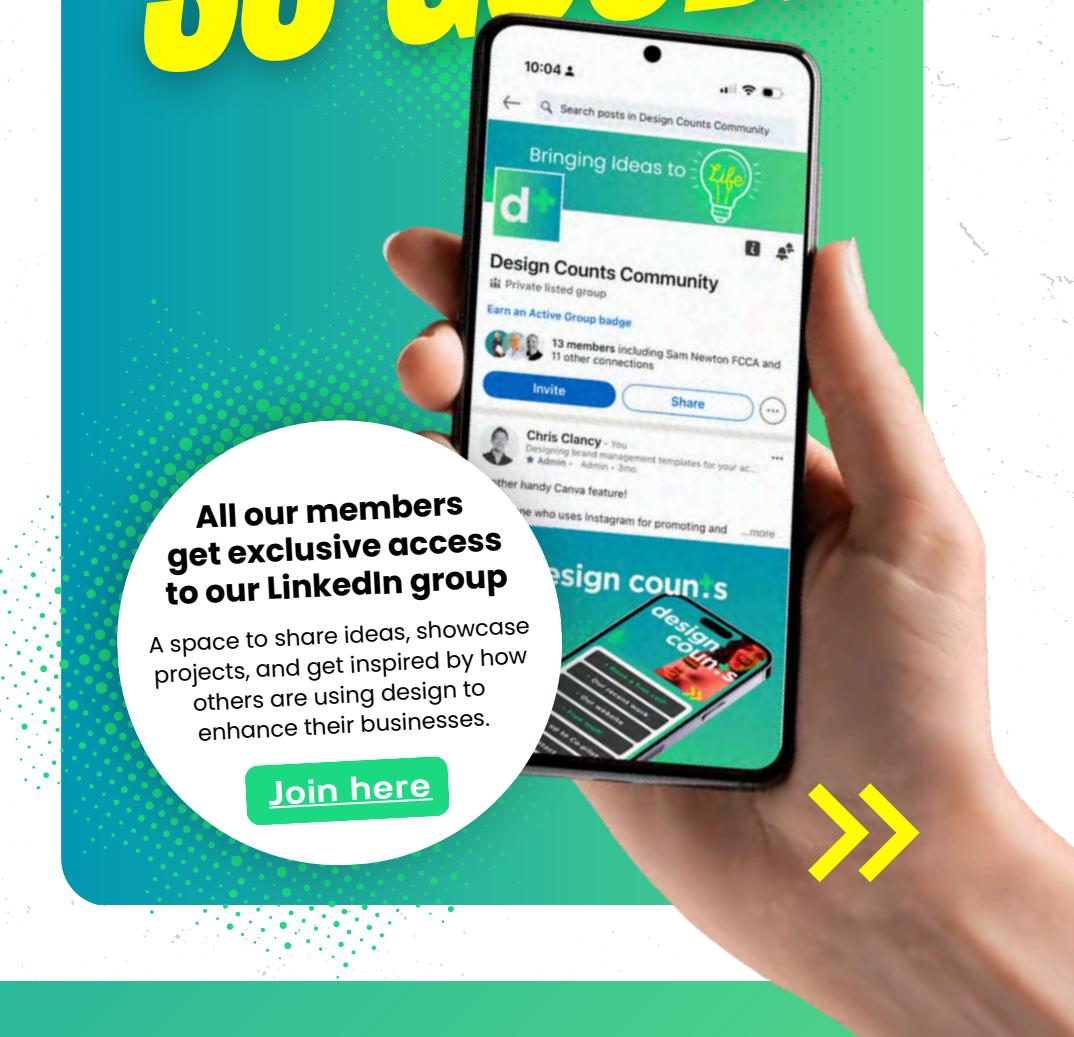
Best of all, our services **cost a fraction of hiring a full-time employee or apprentice**—giving you expert marketing support without the overhead.



**MAP.** **valued**®



Numbers never looked  
**so good!**



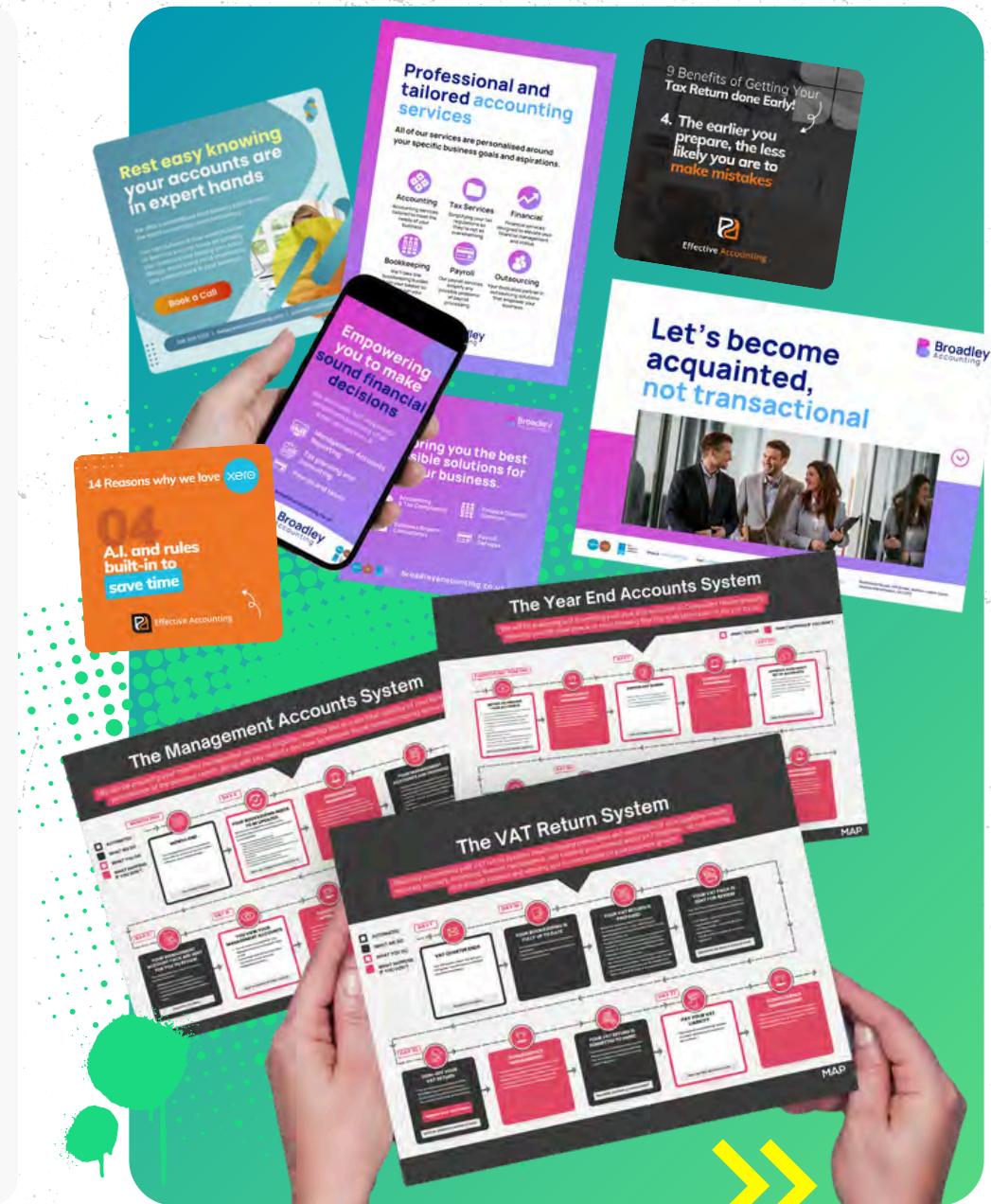


## Co-pilot Designs That Count

We've helped accounting firms with everything from social media campaigns to internal communications. Our design-led solutions have made their marketing more effective, whether creating branded guides, engaging posts, or streamlined documents, our designs are built with your specific goals in mind.

Simply brief us, and we'll turn your ideas into standout visuals. With our flexible packages you can allocate design time where it's needed most —whether for social media, brochures, or client resources.

With Design Counts, you get expert design support that strengthens your marketing and leaves a lasting impression.





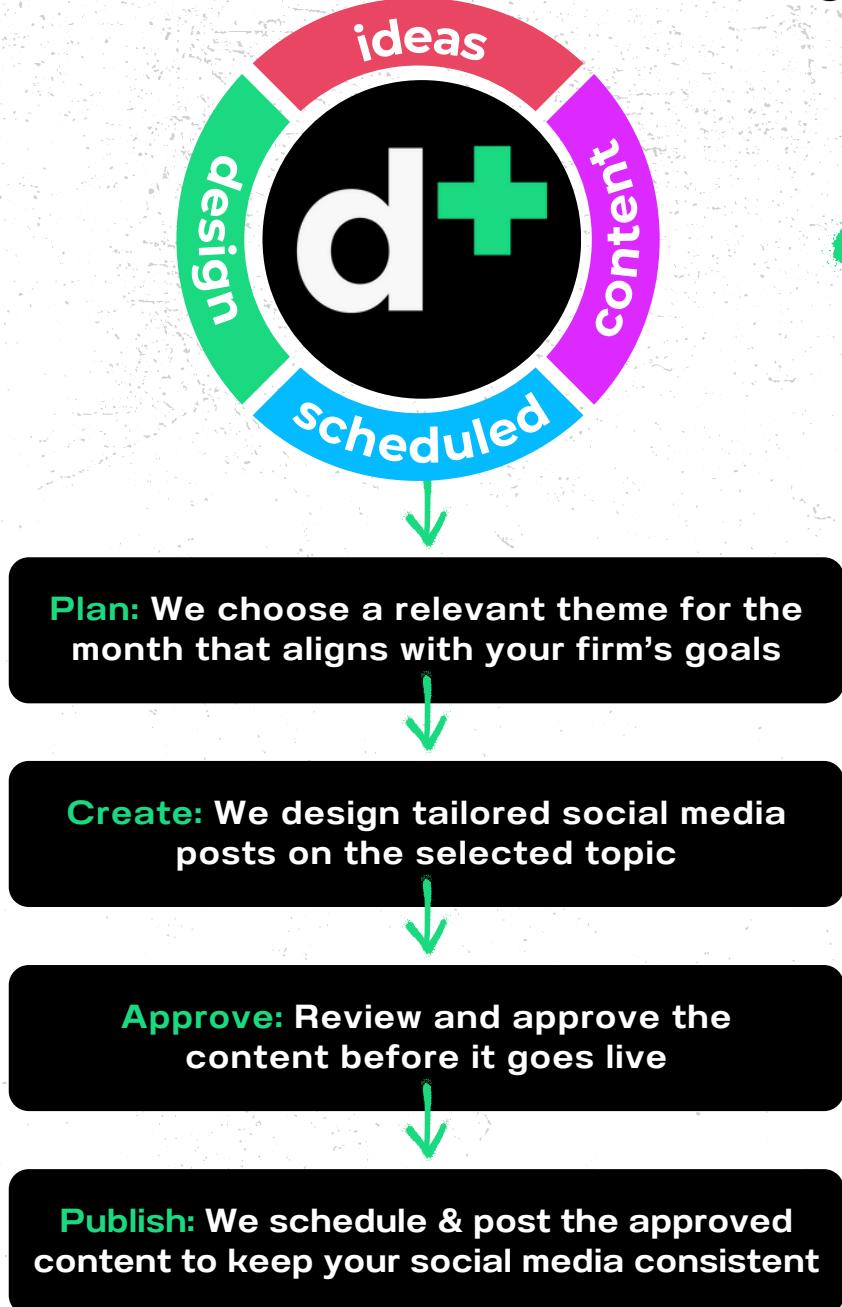
## Social Media That Works, While You Work

We understand that accountants need content that is not only informative but also drives engagement and builds trust with clients. That's why our social media posts are designed to highlight your expertise while making complex topics accessible to your audience.

Our **done-for-you** service ensures your social media and marketing stay consistent, relevant, and effective all year long—without the hassle!

Our tailored posts on accounting topics like **tax savings, property ownership, and succession planning** are designed to engage your existing clients and attract new leads. **We handle the content, design and scheduling**, and all you have to do is review and sign off on each month's content before it goes live.

**Let your marketing work for you, get started today with Design Counts!**





# Consistent, High-Quality Social Content

Each month, we create professionally designed posts that align with accounting trends and client needs.

- **Tax & Financial Tips** – Visual guides explaining *Tax Reliefs*, *Allowable Expenses*, and *Financial Planning* strategies.
- **Business Growth Insights** – Posts covering *Business Finance*, *Credit Scores*, and funding options.
- **Client Education** – Engaging visuals breaking down *Pensions*, *Staff Benefits*, and *Company Rewards*.
- **Brand Awareness & Lead Generation** – Professional, on-brand posts positioning your firm as a trusted expert.





## Navigator

# Turn Your Conversations Into Content

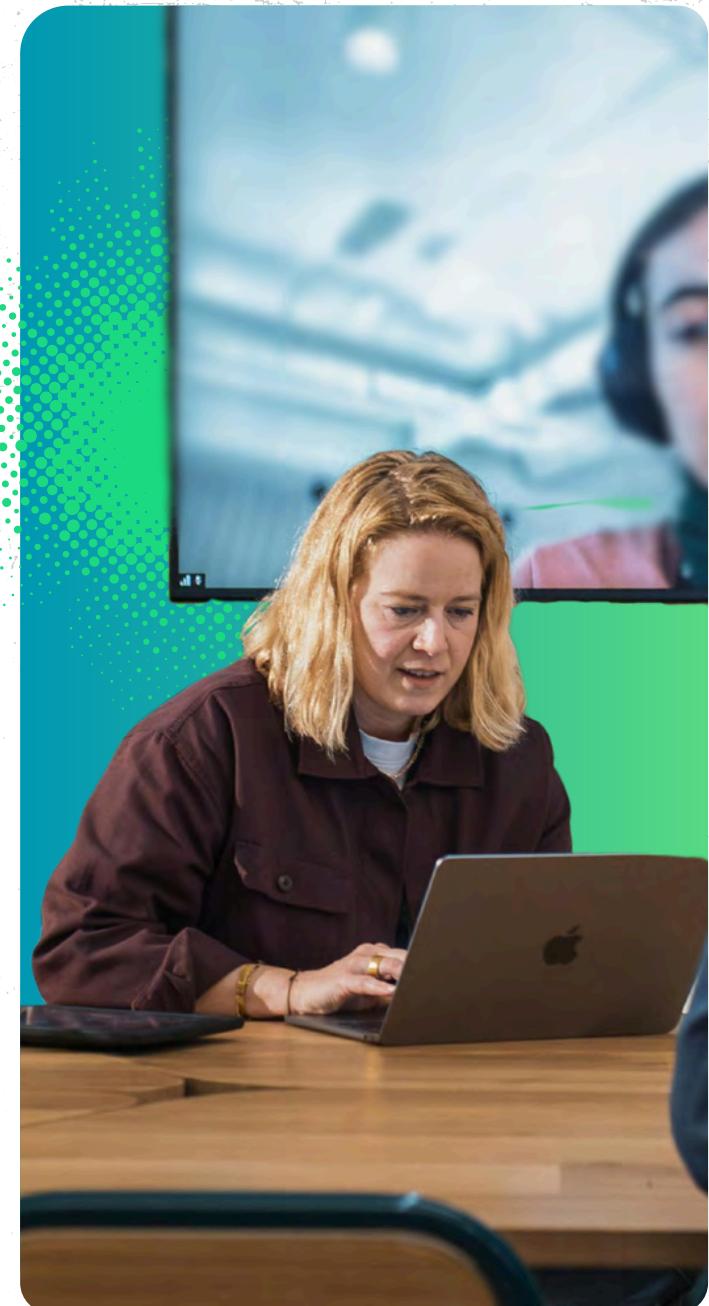
In the world of professional services, your most valuable assets are the insights and expertise you share with your clients every day. Navigator harnesses those unique, high-value conversations and transforms them into a steady stream of authentic content that sets you apart.

**Unlike generic content, our service goes beyond broad topics. We take your own meeting transcripts and refine them into a complete content package.**

Each month, you'll receive multiple social media posts and a blog article, all derived directly from your unique business conversations.

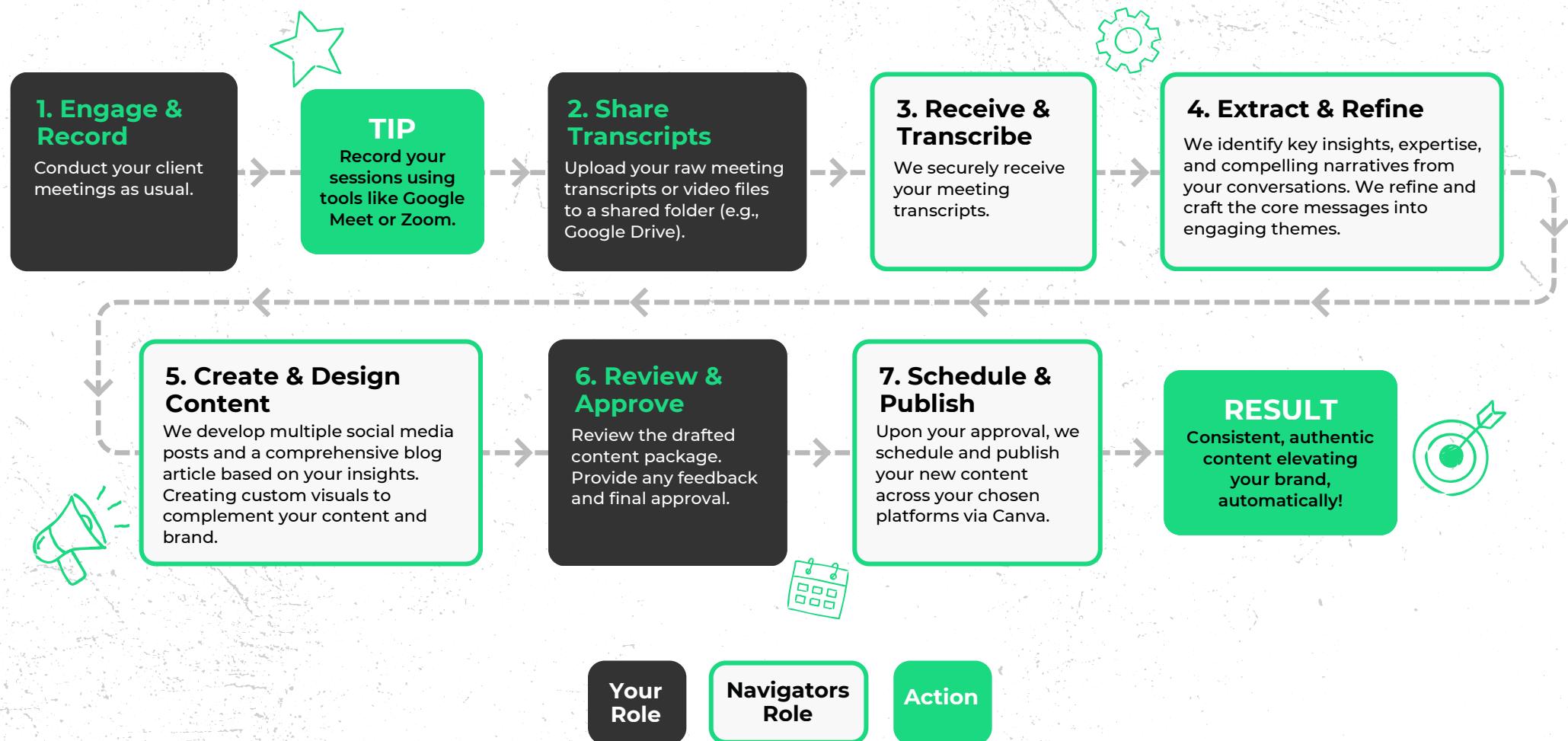
This ensures your content is not just informative, but also personal and relevant to the clients you serve.

We handle the entire process, from transcription and human refinement to design and scheduling. You simply provide the meeting transcript and review the finished product.



# Navigator Process

Turn Your Conversations Into Content



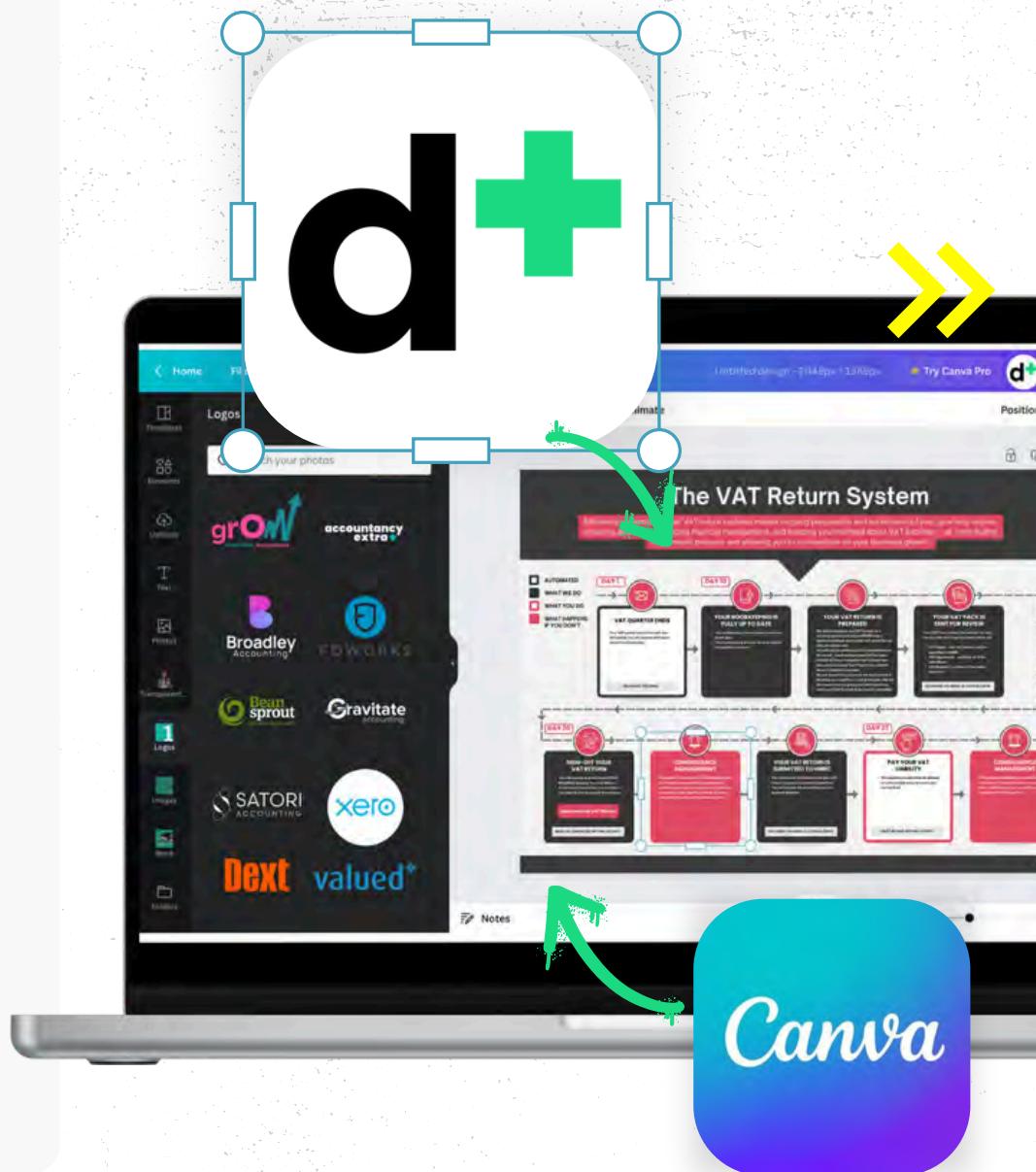
# Collaborate, Customise, Schedule—All in Canva

Ready to streamline your design process? We use Canva's collaborative platform to ensure your designs are easily accessible to you and your team.

We'll incorporate your brand's voice, style, and colours into Canva, then handle the entire design process to create your custom graphics, all within one easy-to-access platform.

The best part? **Scheduling made simple!** After creating the posts, we'll link your social media account to Canva and schedule directly from the platform—no extra tools required!

Each month, we'll send over a preview of your content calendar for review and approval, ensuring everything aligns with your brand and goals before going live. You maintain control while we take care of the rest.



# Our Services



## Auto-pilot

Consistent, on-brand effortless social media support

**2 content credits per month**

We create **done-for-you** accounting content, aligned with a monthly theme, and handle scheduling and posting directly to one platform—**effortless marketing at your fingertips**.

- 4x Social Media Posts** on Current Accounting Topics
- One Platform Focus** for targeted engagement
- Scheduled Monthly**: Prepared, reviewed, and scheduled for you

### Add-ons:

1x Extra Social Platform

£49pm

4x Extra Social Posts pm

£49pm

1x Blog per month

£39pm

Starting at **£99pm**

2 content credits a month, on a rolling contract, minimum of 3 months. 31 days notice to cancel.



## Co-pilot

Outsourced custom design work for your brand all year round

**3 design credits per month**

Perfect For: Smaller firms or those needing smaller, **tailored design solutions for client-facing or internal needs**. You set the tasks, and we'll deliver—whether it's custom brochures, social media graphics, event materials, or something else you have in mind!

### Need larger projects?

## Co-pilot +

**6 design credits pm**

£219pm

For larger or more frequent design needs, or those requiring multiple tailored projects each month.

Starting at **£129pm**

3 credits a month, on a rolling contract, minimum of 3 months. 31 days notice to cancel.



## Navigator

The all-in-one design and social media content solution.

**10 package credits per month**

**Turn your business meetings into valuable, authentic content.** We use your meeting transcripts to create tailored social media posts and a blog, offering a tailored service that generic AI can't replicate.

- Bespoke Content:** We transform your meetings into authentic, high-value content.
- Multiple social posts** and a blog article, all derived from your own unique business conversations. (x12 posts pm)
- Multiple Platforms:** We'll resize and post the same content across your social channels.

### Add-ons:

4x Extra Social Posts pm

£49pm

Starting at **£349pm**

10 credits a month, on a rolling contract, minimum of 3 months. 31 days notice to cancel.

Credits are flexible and tailored to your project needs. For example, 1 credit typically covers a small task like simple social media graphics, while 6 credits might cover a larger-sized project, such as a brochure or an information guide. However, not all projects are the same, and some may require more or fewer credits depending on the complexity and scope.

**Additional credits charged at £50 each. Retainer packages are for a minimum of 3 months per package on a rolling contract, and require 31 days notice to cancel.**



## Auto-Pilot

### Take the stress out of social media

Our 'done-for-you' social media solution.

Each month, we create & schedule 4 professionally designed social media posts on key accounting topics, such as **Tax Savings**, **Financial Planning**, and **Industry Insights**. Tailored to your firm's branding and tone, these posts keep your content relevant, engaging, and client-focused.

**It's effortless marketing, designed for accountants.**

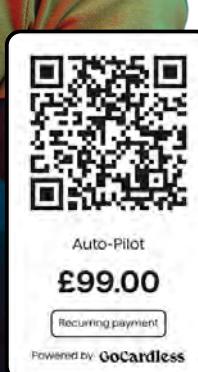
Starting at **£99pm**

**2 content credits per month**

We also offer optional add-ons for Auto-Pilot to expand your reach. Add an **extra platform** for **£49** a month or include a relevant **blog** for **£39**, helping to drive more traffic to your website and engage potential clients.

2 content credits a month are used to create social posts, resizing and scheduling for post on a social channel.

2 credits pm, on a rolling contract, minimum of 3 months. 31 days notice to cancel.





# Co-Pilot

## Your On-Demand Design Service

Perfect for smaller firms needing quick, custom designs. With Co-Pilot, you decide what we create—whether it's a brochure, social media graphic, or event material, every project is crafted to your needs. Our flexible credit system makes it easy to prioritise your tasks, giving you exactly what you need, when you need it.

**Focus on growing your business—we've got your design covered.**

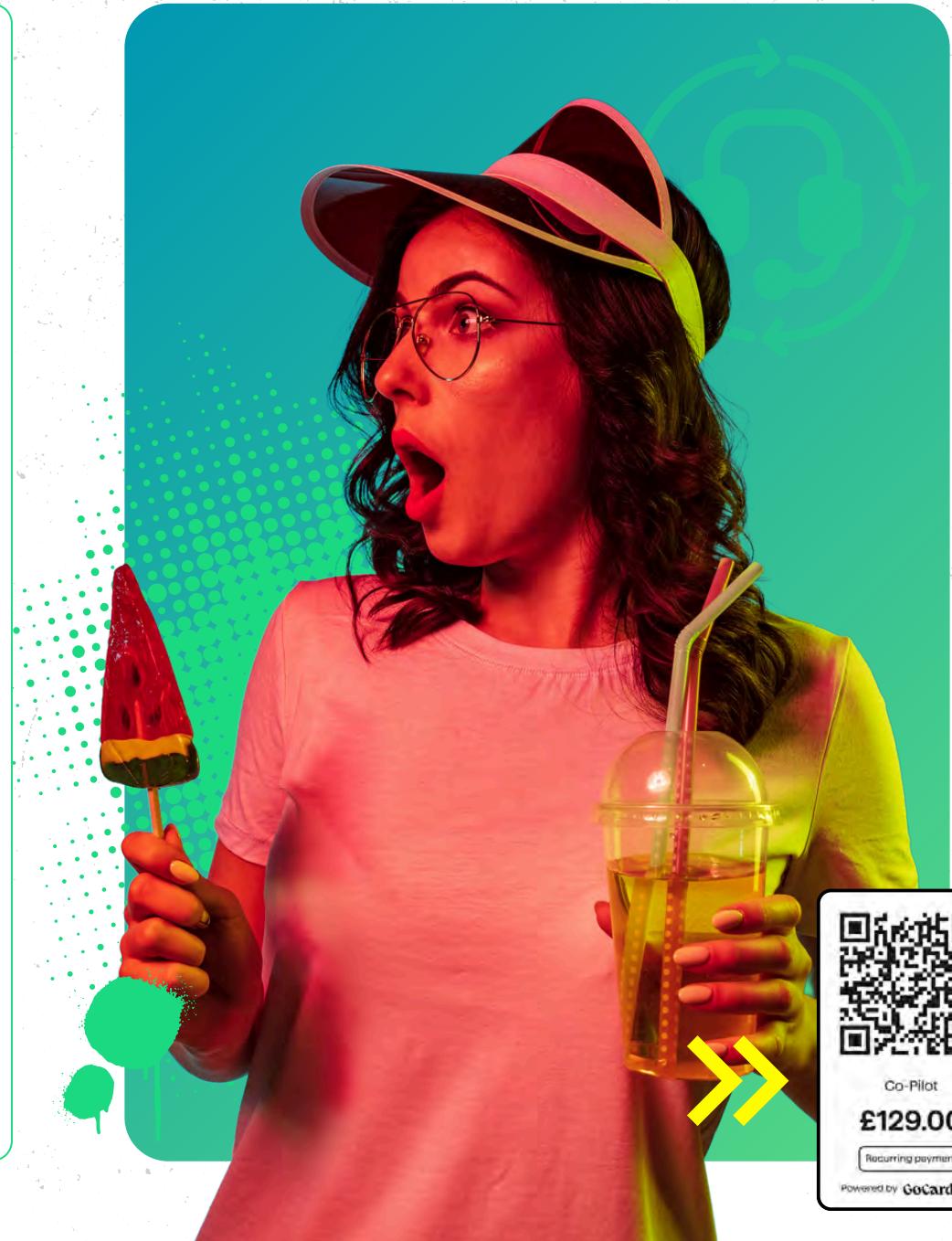
Starting at **£129pm**

**3 design credits per month**

We also offer our Co-Pilot+ package which includes 6 design credits pm - [link here](#)

The 3 credits a month are used to create any design graphics you may need, any additional credit add ons can be used to top up your credits for larger projects.

3 credits pm, on a rolling contract, minimum of 3 months. 31 days notice to cancel.





# Navigator

**The all-in-one design and bespoke content solution you've been looking for.**

We turn your unique business conversations and meeting transcripts into authentic, high-value content in a way that generic AI platforms can't. We'll create & schedule 3x social media posts each week and a blog article each month, all derived directly from your own words.

We'll also create all custom design work for the social media graphics and images.

Starting at **£349pm**

**10 package credits per month**

We also offer optional add-ons for Navigator to expand your reach. Add 4x Extra Social Posts per month for **£49**.

3 design credits a month are used to create design graphics, 6 content credits are used for creating social posts and graphics, resizing and scheduling for post on social channels and creating a blog.

10 credits pm, on a rolling contract, minimum of 3 months. 31 days notice to cancel.



Navigator

**£349.00**

Recurring payment

Powered by **GoCardless**

# Design counts

We're here to take the stress out of design and social media, freeing you to focus on what you do best—running your business.

From one-off design solutions to ongoing social media content, we handle it all—**saving you time and ensuring your brand stands out.**

## How It Works?

### 1. Sign Up to a Package

Choose the package that fits your needs and sign up via GoCardless for your monthly subscription.

### 2. Collaborate in Canva

Add us to your Canva team and we'll set everything up & ensure all your visuals stay accessible for the team.

### 3. Stay in Control and review

Get monthly previews of your content, approve everything before it goes live, and enjoy a worry-free marketing

### 4. Ongoing Design Support

We'll be in touch every month to help you produce projects and are always here to help with any designs you may need.

## Why Choose Us?

» Tailored Designs

» Seamless Collaboration

» Hassle-Free Marketing

» Flexible Options



"Design counts have been fantastic from start to finish with our brand refresh. I'm not creative so I really relied upon him to take my very basic vision and bring it to life. **They put together a vibrant new brand image whilst keeping a nod to the old.**

**Prompt, efficient and professional** in everything they do and deliver on-time (or often ahead of time) and to a high quality.

**I would recommend Design counts to anyone looking for graphic design support** - they have stepped in **like a member of the core team.**"



**NICOLA SORRELL**  
FOUNDER | EFFECTIVE ACCOUNTING



"They produce **amazing work, always on brand and went the extra mile for our needs.** We needed brochure design completed at short notice for an event. Not only did he pull out all the stops to get it done on time for our printers, **the work was amazing! Everyone at the event commented on how well our brochures looked.**

We will defo be working with Design counts on an ongoing basis."



**KIERAN PHELAN**  
SATORI ACCOUNTING



"They were really **approachable and supportive** throughout our whole experience and listened to our requirements and nailed them in the design, **going over and above to provide the right templates** to give us **flexibility** with our materials.

Great communication throughout and **continued support once the project had finished.** Thank you so much for your help - greatly appreciated."



**CLAIRE JOHNSON**  
EXECUTIVE BUSINESS AND MARKETING SUPPORT | VALUED



"It is always beneficial to work with service providers that know your sector and Design counts **know the accountancy sector inside out.**

I am so pleased with the work they have done for us. It **makes our brand stand out and get attention** in a crowded market."



**PAUL BARNES**  
DIRECTOR | MAP



# Take the Next Step

As an accountant, your expertise should be front and centre, and our design services make that easy.

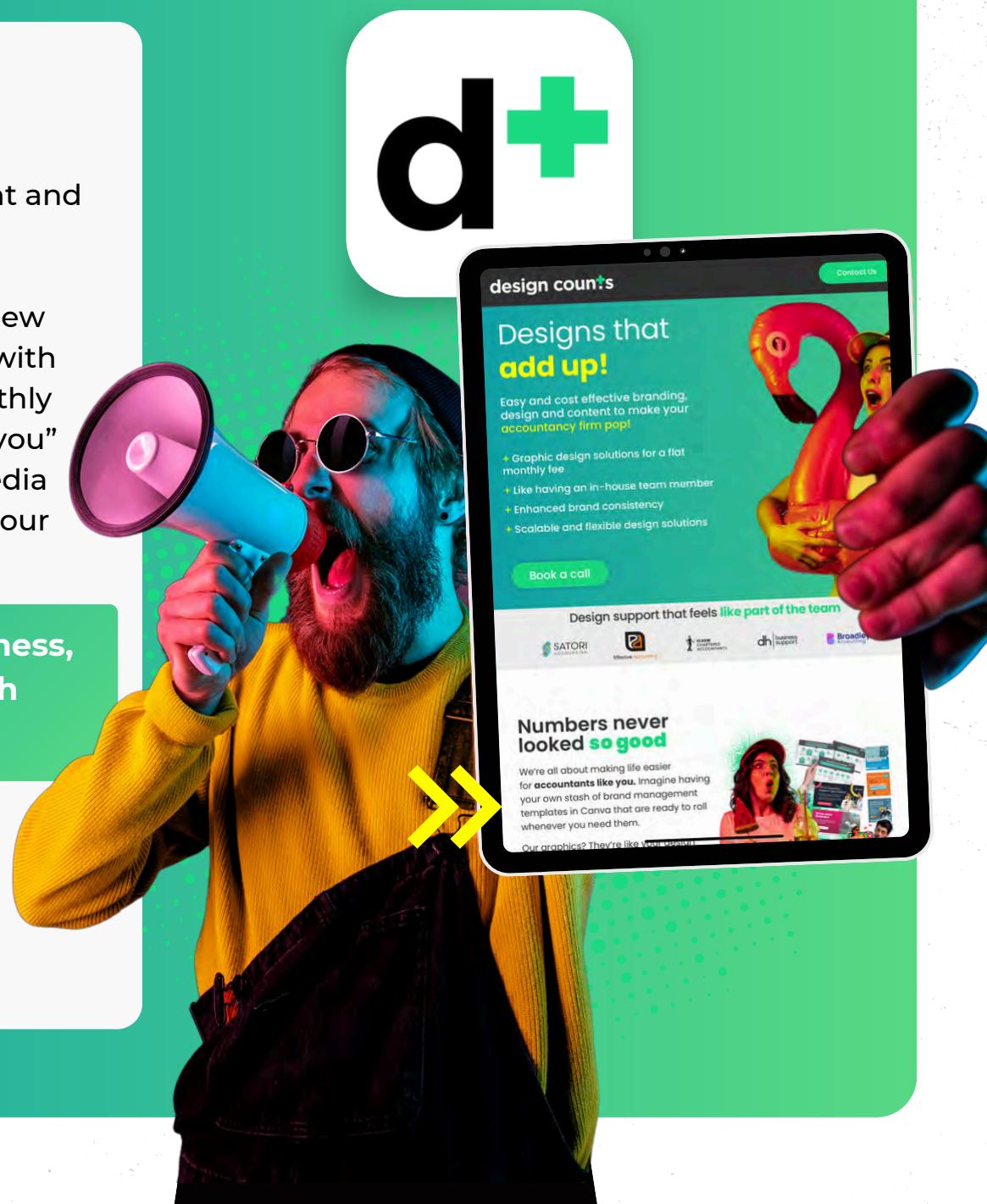
From crafting professional visuals that attract new clients to streamlining your internal processes with clear graphics, we help your firm operate smoothly and look professional. With optional “done-for-you” content creation, we also ensure your social media is consistent and engaging without adding to your workload.

**Build trust, save time, and grow your business, let's make every design count! Get in touch today to get started.**

Email us today at: [chris@design-counts.co.uk](mailto:chris@design-counts.co.uk)

Call us on: **07706809514**

Visit us at: [designcounts.co.uk](http://designcounts.co.uk)





# Connect Social Accounts in Canva

If you want to schedule posts through Canva and allow your team to access your social media accounts, follow these simple steps:

## » Step 1: Connect Your Social Media Accounts

1. Log into Canva at [www.canva.com](https://www.canva.com)
2. Go to "Brand Hub" (Click on your profile icon (top right), then select "Brand Hub" from the dropdown menu)
3. Open the "Content Planner" (Find it in the left-hand menu)
4. Click "Connect a Social Media Account" (Select the platform you want to link - Facebook, Instagram, LinkedIn, etc.)
5. Authorise Canva (Follow the prompts to log into your social media account and grant Canva the necessary permissions)

 Your account is now connected!

## » Step 2: Share Access with Your Team

1. Go to "Settings" (Click your profile icon again and select "Settings" > "People.")
2. Invite Your Team Members (Enter their email and set their role - "Admin" or "Member")
3. Check Social Media Permissions (Ensure team members have the right access level to schedule posts)

 Now your team can schedule posts using the connected accounts!

## » Step 3: Sharing Content Planner

1. On the Canva homepage side menu, click  'Apps'
2. Select  'Content Planner' from the list
3. Above your calendar, click  'Share Content Planner'
4. Select the social media account that you want to share with your team.
5. Click **Continue**
6. On the  dropdown, select the access that you want to give your team

 Your team member is now connected!

For more information about how to change a team members social media role [click here](#)

For more information about Sharing and unsharing the Content Planner [click here](#)

# design counts

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