



Erik MacPherson, founder of TMC Digital Media

is on the Fast Track to Grow Business and Exigo Business Solutions Profit First Systems is Helping His Company to Flourish!

About Us

What small business owner doesn't want to come to work feeling optimistic and powerful? A booming business gives founders the flexibility to spend more time with clients, friends, and family, and gives them the capital to invest in their future. At Exigo Business Solutions, we know that you want to make your business profitable. But doing so is easier said than done.

What you find boring, we find fun. At Exigo, we help small business owners dramatically change the trajectory of their business. We are financial experts who specialize in accounting and bookkeeping for small businesses. We aren't a black box. We explain what we're doing and coach you along the way. In fact, our mission is to eradicate entrepreneurial poverty and help businesses be more profitable.

We know you signed up to be a marketer not a financial guru. That being said, you shouldn't have to feel stuck or dejected. Your hard work should pay off. Stop the perpetual loop of self-doubt, dissatisfaction, and defeat.

Instead, preserve your emotional well-being by outsourcing the work you hate. Get advice on how to reduce your expenses, up your rates, and get a plan in place to boost your earnings over the next 1, 5, 10 years. Kickstart your business today and start experiencing profit.

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TMC Digital Media

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Background

TMC Digital Media is a leading full-service digital marketing agency with the expertise of guiding clients in the business-to-business foodservice industry. The agency leverages its expertise in sales and marketing to establish a prominent digital presence for its clients through inbound marketing techniques, strategizing content, targeted content creation, and generating and nurturing leads.

Erik MacPherson, founder and Chief Executive Officer (CEO) of TMC Digital Media founded the company in 2012 with an eye on guiding his customers through a proven process of utilizing the digital channel to attract prospects, qualify them, and bring the prospect to the sales team where they are ready to be converted into new customers.

To accomplish this, MacPherson's team embraces digital tools in this process from websites and strategic video and written content... to email strategy and email marketing... to driving revenue with measurable conversions and repeat business.

TMC Digital Media has earned HubSpot certifications in Inbound and HubSpot, and are members of the Platinum HubSpot Solutions Partner program, Seventh Sense Platinum Partner, and Ceros Agency Partners.

The company is headquartered in Acworth, Georgia, and has more locations in Atlanta, Boulder, Charlotte, Detroit, Indianapolis, New York, and St. Petersburg.

The Challenge

The notoriety of TMC Digital Media's know-how rose quickly and the company expanded from Erik MacPherson and Chad Stamm, his partner, and Chief Content Creator, to now having a staff with six more team members.

Having been in business for himself for over two decades, MacPherson had engaged the services of accountants and payroll companies. "It was not necessarily a positive experience when it came to accounting," he says. "When it came to numbers... or when faced with working the financials for that matter, it was always thinking about the worst-case scenario," MacPherson adds that he was disappointed there was no positive productivity from his relationship with previous accounting firms with respect toward developing sales, growth goals, or other objectives for the business to move toward.

With establishing TMC Digital Media, MacPherson decided it was time to explore other options for choosing an accounting firm. He did not want to repeat the path that he was currently on. He did not want to look at bookkeeping as a task to plan only for the worst scenario that could happen.

MacPherson wanted to find a way to collaborate and devise a plan for growth and a positive future for him, his partner, and for the employees.



“The service has given me the confidence in my business from a financial perspective. The confidence of knowing how we are trending... the confidence in knowing that if we have any additional financial need that comes up I can lean on my financial team at Exigo Business Solutions to help me get the clarity I need to keep pushing forward.”

Erik MacPherson,
founder, and CEO of TMC Digital Media

MacPherson was determined to find the solution and researched the possibilities. He discovered a book entitled, Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine, written by author and speaker, Mike Michalewicz.

Profit First introduced MacPherson to the idea of using an accounting system that is aimed at increasing profits in a different way than he had been exposed to previously. One difference he noticed was that the traditional accounting approach uses the formula of Sales minus Expenses equals your Profit. This new system “flips” that old-style of thinking. Instead, the Profit First approach invents a new method where the formula is Sales minus Profit equals Expenses.

One of the unique hallmarks of Profit First is it is based on the revolutionary concept of allocating monies into individual accounts. Something not all accounting firms are familiar with. The separate accounts are created to be used purposefully for increasing profits.

The Profit First book made sense to MacPherson. The accounting concepts were “... a different philosophy of how to look at financials,” he describes. He goes on to say, “We are not stuck in the old school way of looking at finances. I completely began to understand that there is so much more to it than what my previous accountant and payroll company was providing.”

MacPherson felt that Profit First showed him the difference. The run-of-the-mill approach the previous accounting firms provided was a reactionary partnership. He had wanted more proactive measures.

“Taking things that are from Profit First makes financials be front and center... every day. As a business owner when I am looking at my numbers... when I am looking at the money.

It is then that I am understanding that there is so much more to it at the end of the day,” MacPherson explains.

It was time to make a change and take it to the next level. MacPherson searched for an accounting firm that felt the same way about Profit First as he did. After researching online, he found Exigo Business Solutions. They connected and had initial discussions about the Profit First approach. “...the way that we initially started communicating... with a team of people at Exigo Business Solutions... and technology at the front and center of how we would work together as a partnership. It all came together in the way I had hoped,” MacPherson recalls.



The Solution

Erik MacPherson chose the Bookkeeping + Profit First package as the solution for TMC Digital Media. This service afforded his company the most practical and effective approach to planning the forward-thinking strategies of Profit First.

The partnership of TMC Digital Media and Exigo Business Solutions working together as a team was launched. Together they define and gauge what success looks like for the expanding agency.

The Result

Gaining a real gauge as to what success looks like from a financial perspective.

“Of course, we understand that the general accounting tasks such as the payroll, the quarterly and annual reporting, are essential to take care of,” says MacPherson. “But there are things outside that help to get a handle on the real gauge as to what success really looks like from a financial perspective in a company .”

“The combination of the virtual accounting package, Profit First methodology, and expertise that Exigo Business Solutions brings to the table helps to measure the company’s growth.”

MacPherson explains that he is now able to gain the understanding he needed to see where the company was a year ago, where it is today, and how they plan to achieve its goals.

Partnering with people that are responsive and back you up.

“I like the people at Exigo the most,” reflects MacPherson. “They communicate quickly and most assuredly. They are responsive and do what they say.” MacPherson explains that the partnership is a major part of his company’s growth model moving forward, especially through the uncertain times of the economic climate right now .

“I have the confidence that they have my back to help us in running the business and get to where we need to go into this next year,” says MacPherson.



You can find out more about how Exigo Business Solutions and Profit First can help your business succeed. To learn more, visit our website or schedule your free profit maximizer session at www.exigobusiness.com. Have questions now? Please give us a call today at **816-394-6818**.
