

Partner Toolkit: Boost your clients' success with Xero + apps



Small Business Insights

Since Xero Small Business Insights released its Digital Connectivity [Report](#) last month, bookkeepers and accountants have been asking for resources to help clients get more out of integrated apps. To that end, we've created this Partner Toolkit for Apps. It contains creative assets to use in your client emails, newsletters, social media posts and even among your own staff.



Email Template

Want to start a conversation with your clients about the benefits of apps? Here's a suggested email template that you could also adapt for a newsletter or LinkedIn article. Simply copy the below text into a new email, newsletter or LinkedIn article. Make sure you update the client name and email signature, prior to sending.

Dear [client name],

What do small businesses with high revenue and employment growth do differently? Xero studied tens of thousands of subscribers to find an answer, and the findings were surprising. You can read Xero's full report [here](#), but to save you time I've summarised the key points.

When Xero examined aggregated and anonymised customer data, it found:

- Small businesses with at least one integrated third-party app grew revenue by 5.5 percent a year, or half as much again as businesses using no apps (3.6 percent)
- Businesses with at least one integrated app saw annual employment growth averaging 4.7 percent, or nearly double that of firms which used no apps (2.5 percent)
- The more integrated apps used, the greater the revenue growth seen; revenue growth and app usage tended to scale up together

What does this mean for you? It suggests the most successful businesses are employing apps to automate and streamline mundane tasks. These include invoicing solutions like Vend, employee-rostering tools like Deputy and financial reporting software like Spotlight.

If you're not already using integrated apps with Xero, you might consider doing so. I'd be happy to suggest a few that are tailored for your industry; just get in touch. Or check out the 700+ apps available in the Xero App [Marketplace](#) to see how you can get started today.

Your partner in success,

[Partner name]



Elevator pitch

Here's a quick 10-second summary of the Xero Digital Connectivity Report's findings:

“Businesses that use integrated apps with Xero tend to be more successful than businesses on Xero with no apps. Their annual revenue growth is about 50 percent greater, and their employment growth is almost twice as fast.”



Digital Connectivity one-pager

Here's an illustrated [one-page summary](#) of the report findings that you can print out or email to clients. If sharing by email, it's easier to share the link to the one-page summary rather than adding it as an attachment.



Digital Connectivity slides

[Here](#) are four detailed slides with findings from the Digital Connectivity Report, covering industry trends and benefits from app use with Xero, that can be used in client presentations or shared with your practice. Simply share the link to the slides, or alternatively download the file.



Teaser or App Advisory Playbooks

Our app marketplace features 700+ apps that integrate with Xero to help your clients reach their goals. With so many options, it can be hard to know where to begin. Xero's [App Advisory Playbooks](#) explain how to get started and identify apps that meet the common needs of businesses in specific industries such as construction, retail and professional services.

Want more insights?

Head to <https://www.xero.com/small-business-insights/> for articles, videos and resources.

