



# Successful Brand Expansion with Integrity

To launch a new service into an established market, TaxAudit needed a fresh positioning of its trusted brand.

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## **TaxAudit is more than just a name.**

As the nation's largest tax resolution firm—more than 350,000 clients helped over 30+ years—TaxAudit has built its business around “caring for people, having a positive attitude, and being dedicated to the team.” This upbeat outlook is a must because most customers contact the company only when they are being audited by a state tax authority or the IRS.

In 2020, the TaxAudit leadership team needed to build on their reputation as a trusted tax service provider to add a new service: tax debt relief. As the entire world felt the effects of the pandemic, more people than ever were also in debt to the government. TaxAudit had the staff and expertise necessary to guide people through this difficult situation but needed help from Refactored to make the service a viable opportunity.

TaxAudit completely reimagined how tax debt relief could be positioned by making its new service pages educational, straightforward, and reassuring. Doing so allowed the company to remain committed to its core values and successfully expand the brand with integrity.



## PROJECT SNAPSHOT

# TaxAudit—Strategic Service Launch

## Client

Tax Audit is a tax resolution firm that works directly with the IRS and state tax authorities so individual taxpayers and small businesses don't have to. The company's licensed tax professionals provide expert representation and prevent their customers from having to face the IRS alone.

## Challenge

- / Relaunch a new service offering as a major component of the business
- / Map customer journey and fully understand target audience pains and needs
- / Perform SEO audit and develop SEO strategy
- / Differentiate TaxAudit's service from established competition
- / Design a homepage and service pages using existing branding
- / Develop, write, and produce keyword-optimized primary and secondary webpages
- / Integrate Hubspot sales enablement features with existing web platform and tools
- / Complete project in less than 60 days

## Solution

Align website message, design, and technology in a keyword-optimized content pillar that creates a uniform user experience, establishes trust, and reassures the target audience while capturing relevant information for sales and marketing teams.

## Benefits

TaxAudit's tax debt relief service pages set it apart from competing services while still looking and working like a natural extension of their existing website and branding.

- / Content reassures and educates target audience about a difficult subject while guiding them towards conversion
- / Unique and thoughtful messaging began converting leads immediately after launch
- / Newly implemented sales enablement tools and processes increased capability of TaxAudit sales and marketing teams
- / Ongoing SEO efforts continue to improve traffic and conversion rates



## THE CHALLENGE

# Debut A New Service Offering In Less Than 60 Days

For over 20 years, TaxAudit's preferred partner relationship with Intuit TurboTax provided a steady source of new clients for its audit representation and audit protection services.

However, the company saw a growing need in the marketplace for tax debt relief services. TaxAudit had the financial expertise to assist individuals and small business owners who owe money to a state tax authority or the IRS. But in a market already saturated with aggressive competitors leaning on fear-based messages and exaggerated promises, TaxAudit needed a way to tell a different story about its service. The company also needed an updated web page design—without a full site refresh—and tools to attract and convert leads.

## A New Voice in the Industry

People who owe back taxes are generally experiencing personal and professional difficulties and the perceived social stigma attached to debt. Because of this, they try to navigate their situation with minimal outside assistance. In order to reach them, TaxAudit needed to:

- / Be upfront and honest about its results and pricing—in contrast with the opaque business practices and poor communication typical of the industry
- / Align its messaging, content, and website with this approach
- / Launch the new service in less than 60 days without detracting from the existing services
- / Achieve all of these objectives using the current web platform and tools

**“For individuals and small businesses, dealing with tax authorities is like trying to speak a foreign language in a place where you know no one—overwhelming and scary. We wanted to stand apart from competitors who played on that fear and instead inspire confidence. We needed a partner who understood how to elevate that conversation.”**

— Chris Wallner, Partner & CMO,  
Chief Outsiders



## THE APPROACH

# Align Technology, Design, and Content to Reach New Customers

Refactored began with industry research to fully understand the tax debt relief customer journey, pains, and needs. We saw the challenges presented by the market status quo as an opportunity to help TaxAudit stand out from the competition. Listening to the stories of people seeking tax debt relief guided the messaging to create an empathetic, educational tone that addressed both the burden and stigma of debt.

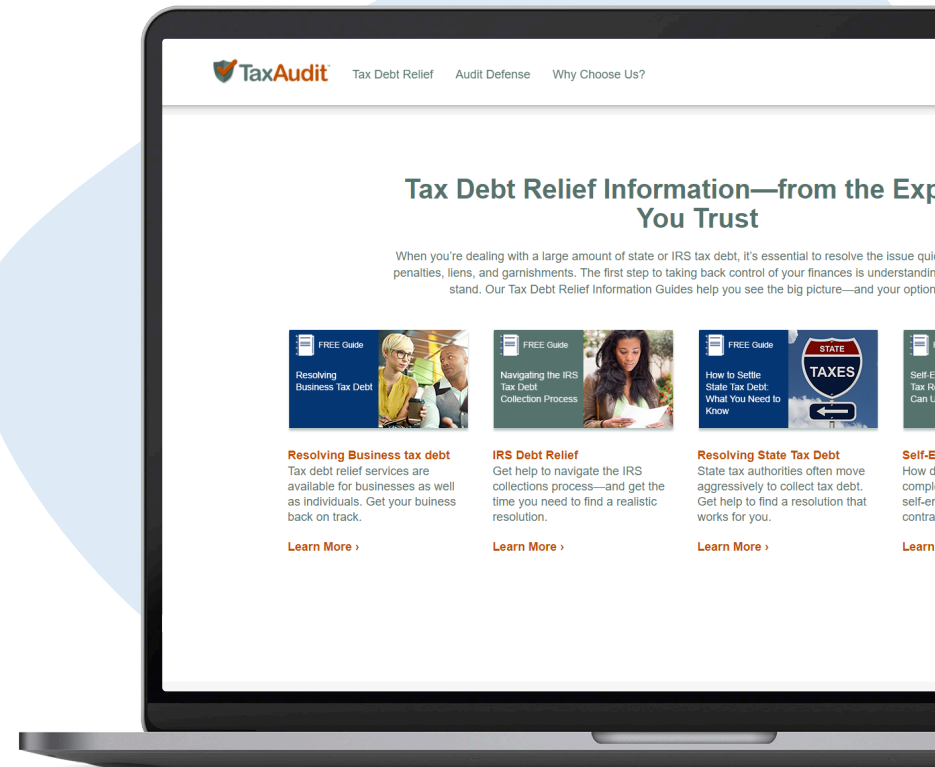
This messaging approach also informed a website design that was upfront and transparent, with content that reassured prospective customers about their options while educating them. But the approach could only succeed if TaxAudit also had the proper strategy and technology in place.

## How to Get Attention: Tell the Customer Story with a Content Pillar

One of the hardest parts of launching a new service offering is building credibility with Google and other search engines so that your target audience can find you. TaxAudit was competing for keywords with companies that had been in the space much longer—and with the IRS itself.

To enable TaxAudit to gain an organic toehold in this competitive space, Refactored adopted an approach based around the concept of a Content Pillar. These integrated website pages are designed to tell a powerful and connected story. Content pillars strategically focus a combination of strong keywords with visitor's search intent to create a natural, organic draw.

TaxAudit's content pillar provides information for individuals and small businesses, educating them about debt relief and setting expectations upfront for cost and timelines. Presenting its expertise on the subject this way improved TaxAudit's SERP rankings while reassuring their target audience that they were the best option for resolving their difficult financial issues. Content pillars are also a valuable tool for the sales staff. The pages support prospecting by growing traffic, improving click-through rates, and increasing conversions.



# Grow your Business with Refactored + HubSpot

With the power of Hubspot, businesses can take a modular approach to marketing and sales content, campaigns, and automation. This powerful platform significantly reduces the work required to integrate user-friendly features that help teams achieve business goals.

For TaxAudit's project, Refactored leveraged natural Hubspot integration points to streamline the process of connecting prospects with tax professionals. Refactored's Hubspot solution included:

- ✓ Replacing contact forms with Hubspot-based forms
- ✓ Enabling an integrated scheduling tool to reduce prospect friction and encourage conversions
- ✓ Consulting with the TaxAudit team on improvements to their sales workflow, lead scoring, and nurture emails

TaxAudit ended up with pages they were proud of and would provide real value for customers. By using HubSpot to bring in conversions, they were able to launch faster and improve internal processes.

As a HubSpot Solutions Partner, Refactored can help you make the most of your existing site or completely refresh your web presence using integrated tools to align your website and business goals. [Talk with our experienced team about your needs](#) to see if a HubSpot implementation from Refactored is the right way to grow your business.



**“Great SEO requires content that’s not just about your company but also relevant for the searcher. Content Pillars help to provide that relevance. Although they are designed and built using a keyword strategy, they are written for people—and focused on getting people the information they’re actually searching for.”**

— Dawn Cyr, Content Strategist,  
Refactored





## FAST RESULTS

# Winning New Customers with Expertise and Trust

This project had a compressed timeline and required extensive fundamental marketing work. We worked in coordination with the TaxAudit web team, their internal SMEs, and their CMO at Chief Outsiders to collaborate on the best solutions for them. By aligning messaging, content, and technology, Refactored was able to accomplish everything the project called for—within the 60-day window and on budget.

- / Positioned a core service offering with new messaging and content
- / Expanded TaxAudit's sales capability using their existing website platform and tools, including HubSpot
- / Authored new content tailored to grow traffic and convert prospects while communicating TaxAudit's core principles
- / Reframed the tax debt relief service as a story of understanding, hope, and honesty rather than uncertainty and fear

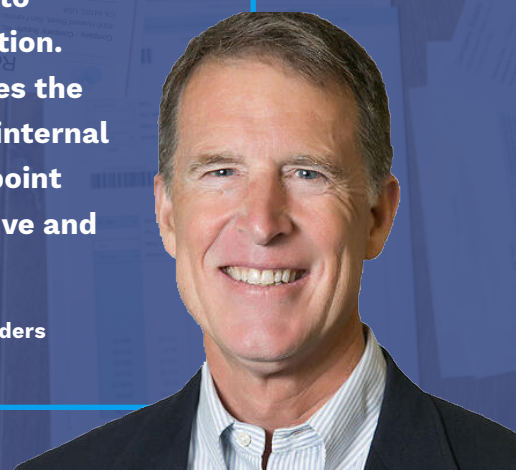
## Keeping Integrity at the Center

By reimagining what tax debt relief can look like, TaxAudit reached out to vulnerable people in a difficult situation with a message of help and hope. The project successfully grew TaxAudit's brand while remaining loyal to their guiding principles of caring for people with a positive attitude.

In addition to reaching an underserved community, the improved sales enablement tools helped ensure this project was a success and laid the groundwork for improved processes going forward.

**"In the past, TaxAudit developed its web presence almost entirely internally. Refactored brought an approach that was respectful and enabled them to partner with our technical team to ensure a smooth and easy execution. The result is a website that serves the needs of our customers and our internal teams—clearly showcasing our point of difference while helping to drive and close leads."**

— Chris Wallner, Partner & CMO, Chief Outsiders





## About Us

Refactored is a full-service digital agency that specializes in marketing for complex, B2B companies that need to speed up, get unstuck, or start from the ground up. We develop and execute strategies based on deep industry understandings, audience insights, and recognition of the right channels and technologies to accomplish your goals. Our clients don't just achieve incremental gains. They leap forward. ***Momentum Begins Here.***

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