

CASE STUDY NO. 2 | TAX RESOLUTION COMPANY  
A START-UP TAX RESOLUTION COMPANY FINALLY SEES SUCCESS  
WITH SOCIAL ADS AND DIGITAL MEDIA MANAGEMENT.



## THE PROBLEM

- New start up; needed a website to capture leads, build brand presence, reputation, and an analytic system.
- The client was looking for another lead source to supplement their other traditional and digital lead sources.
- Had a bad experience with previous social media campaigns

## RESULTS

**2:1 ROI**  
**Initial Pay**

**\$2,832.16**  
Per Deal  
(Initial Pay)

## RESULTS

Cost Per Click  
(\$3.77 Industry  
Average)

**\$0.46**



**3.11%**

Click Through Rate  
(0.56% Industry  
Average)

Cost Per Lead  
(\$41 Industry  
Average)

**\$40.91**



## ABOUT THE CLIENT

This tax resolution startup, founded by five industry veterans, blends decades of experience with a fresh approach to solving tax issues. Determined to break from traditional methods, they sought new strategies to enhance client outcomes while building a modern brand presence.



They hired us to create a comprehensive marketing system, including a new website, brand identity, and lead-generation strategy. Through targeted audience engagement, retargeting, and a customized sales process, we helped them establish a strong digital presence and streamline their operations.

## SOLUTION

- Develop a website emphasizing trust, patriotism, and credibility.
- Create a cohesive brand with logo design, consistent copy, and messaging.
- Implement detailed audience targeting with behavior, interest, and age layers.
- Set up CRM, phone system integrations, and reporting for streamlined analytics.
- Email remarketing boosted lead funnel conversion rates 5%.

**Want to start seeing results?**

**Email [sales@identifimarketing.com](mailto:sales@identifimarketing.com).**