



A DIGITAL INK CASE STUDY

Elevating Thought Leaders with a Transformed Website



CPAs & ADVISORS



The Client

With nearly four decades of experience, **GRF CPAs & Advisors** provides accounting, tax, and advisory services to thousands of clients, specializing in nonprofit organizations. More than 110 employees at the full-service firm headquartered in Metropolitan Washington, D.C. serve individuals and institutions large and small worldwide. GRF accountants are committed to helping the firm's clients here and abroad make the world a better place.

Project Highlights

- Captivating new website provides clients a compelling, informative resource.
- Site visitors increased nearly 24% in a single quarter; web sessions climbed by 22%.
- Dynamic blog and podcasts elevate company thought leaders.
- Expanded messaging targets an evolving clientele and captures growing financial service offerings.
- Rich website content energizes GRF staff.

The Challenge

GRF's legacy and sterling reputation are built on a long-standing focus on and passion for nonprofit clients. The firm's strategic plan sought to expand its clientele into more for-profit verticals and diversify its offerings beyond traditional accounting and tax services. This meant making considerable investments in building GRF's advisory practice. Broadened client specialties and areas of expertise needed to be incorporated seamlessly across GRF's website and marketing collateral, with a particular emphasis on effective online search results.

Because GRF's global client roster spans continents, much of the firm's work is, by necessity, virtual. GRF's website had to function as a critical resource: a helpful, accessible online portal providing clients essential, clear information about accounting and related services. With an outdated look and difficult-to-navigate structure, GRF's former website created confusion among clients and employees alike. GRF leaders struggled to find the content they needed to provide clients, and the homepage lacked vital introductory information for first-time visitors.

“We’ve been working with Digital Ink here to bring our brand up-to-date. They’ve been very patient – they understand pushback and that change is hard for people.”

JENNIFER DISHAROON
MARKETING DIRECTOR,
GRF CPAs & ADVISORS

The Solution

Digital Ink transformed GRF's aging website into a modern, functional, appealing online home. The updated site included a fresh look and feel, mobile responsiveness for easy browsing, improved site speed and security, and a stronger brand. Digital Ink's support also included reenergized messaging to accurately convey GRF's growing capabilities.

The marketing team provided advice on search engine optimization, so the right clients could find GRF easily online, and readily understand and navigate GRF's multitude of services and resources. GRF was impressed with Digital Ink's responsiveness, their team always ready to troubleshoot and answer questions.

"From where we've started, GRF CPAs & Advisors has come a really, really long way. The new website has lit a fire under would-be thought leadership contributors. It's a place that we can be proud of."

JENNIFER DISHAROON
MARKETING DIRECTOR, GRF CPAs & ADVISORS

GRF CPAs & Advisors Brand and Marketing Support

- Brand refresh
- Website design and launch
- Marketing collateral creation
- Proposal and presentation template design
- Event collateral conceptualization
- Website management



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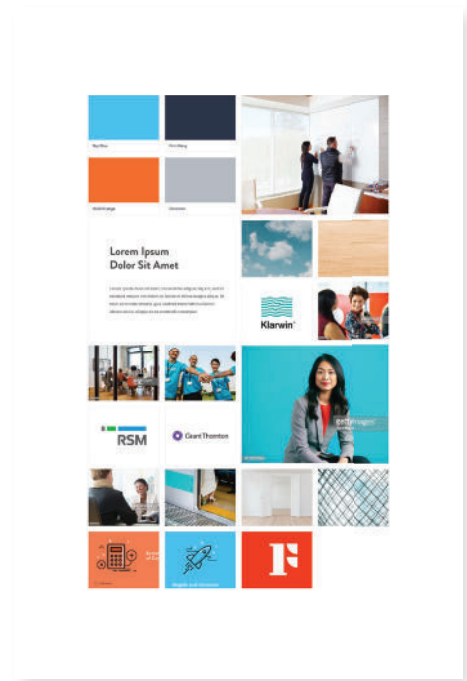
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Digital Ink was originally brought on to help manage GRF's WordPress-powered website in 2014, and has provided creative and digital services to the firm continuously since. Comprehensive marketing support from Digital Ink includes designing GRF fliers and job fair materials, in addition to digital templates for client proposals and presentations, cementing GRF's brand identity.

Thanks to the success of this long-standing creative partnership, Digital Ink oversaw GRF's major rebranding effort, collaborating with the team's leadership to conceptualize, develop, and design a fresh logo, color palette, and brand standards. The revamped, contemporary brand better reflects GRF's industry standing and cutting-edge approach while integrating with the company's online home.

The Results

Since the new website launched, GRF employees, clients, and partners have rallied around the company's online home. The fresh web presence has helped significantly increase site visitors, page views, and time spent on the site. Partner organizations find the site inviting and informative, generating prospective business. Perhaps most surprisingly, GRF staff have demonstrated a newfound excitement for contributing to the website's blog and podcasts.



“Jason and Jason, they want us to be successful. They’re very interested in seeing GRF CPAs & Advisors accomplish its goals.”

JENNIFER DISHAROON
MARKETING DIRECTOR, GRF CPAs & ADVISORS

Previously, there was little internal discussion around GRF's website. Now, firm partners are involved and invested in the site, providing feedback on new content, suggesting improvements, pitching ideas for blog posts, and raising their profiles as thought leaders through the rich content available there. Financial conference organizers can use this content to pinpoint GRF executives as potential speakers, panelists, and experts to feature at industry gatherings. The firm's constantly updated calendar showcases a busy schedule of professional development seminars and webinars, sponsored events, and other invaluable opportunities to share with clients.

+ 24%

INCREASE IN SITE VISITS

+ 22%

INCREASED WEB SESSIONS

Learn More

Digital Ink is a graphic and web design and development firm dedicated to helping businesses and brands look their best online and in print. Creative, flexible, and responsive, Digital Ink is ready to collaborate.

To learn more about customized design or development support, contact Digital Ink today:

contact@dgtlnk.com