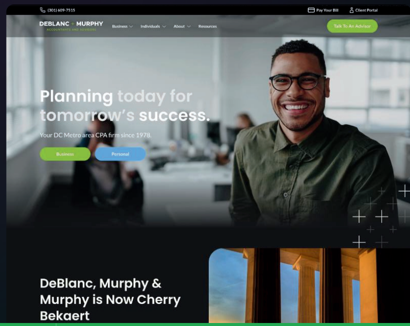
WISE DIGITAL PARTNERS

GROWTH SYSTEM OVERVIEW



CLIENT SPOTLIGHT

From a 44-Year-Old Referral Firm to an 11,233% ROI Growth Engine

CLIENT	INDUSTRY	LOCATION	FOUNDED	ENGAGEMENT
DeBlanc, Murphy & Murphy	CPA & Advisory	Greater Washington, D.C.	1978	Full Growth System · 2022–2024

594%	1,720%	11,233%	$112.33
ROI — Year 1	ROI — Year 2	ROI — Year 3	Returned per $1 spent (Yr 3)

THE CHALLENGE

44 Years of Growth. Zero of It Digital.

Murphy & Murphy CPA was founded in 1978. Over 44 years, it had grown to a $2.5M firm — entirely through referrals, relationships, and a reputation built one client at a time. The firm had never needed digital marketing. Then a new owner arrived with a very different vision for what it could become.

The New Owner's Vision

Chris DeBlanc acquired the firm with a clear thesis: modernize everything. New pricing model (flat-fee, value- based — not billable hours). New target clients (high-net- worth, DC metro). New digital infrastructure. And a partner who could build the growth engine to match his ambition. He found WISE Digital.

No digital presence

44 years of growth through referrals had left no meaningful web presence, no SEO, and no digital client acquisition channel of any kind.

Outdated brand & positioning

The firm's identity, messaging, and website reflected 1978 — not the premium, tech-forward advisory firm the new owner intended to build.

Growth stalled at $2.5M

Without a scalable acquisition engine, revenue had plateaued. The path to the owner's goal of doubling to $5M in 18 months required building something entirely new.

BRAND & IDENTITY TRANSFORMATION

From Murphy & Murphy to DeBlanc, Murphy & Murphy

The rebrand wasn't cosmetic. It was the first signal to the DC market that this firm had changed — new leadership, new positioning, new standards. Every element was rebuilt to reflect a premium, modern advisory firm targeting high-value clients.

BEFORE

M&M

Murphy & Murphy CPAs

- Identity unchanged since founding in 1978
- No digital presence or online visibility
- Messaging aimed at wrong client segments
- Positioned as a generalist tax firm, not an advisor

AFTER

DEBLANC + MURPHY
ACCOUNTANTS AND ADVISORS

DeBlanc, Murphy & Murphy

- New brand reflects premium DC advisory positioning
- Messaging targeting high-net-worth individuals & mid-market businesses
- New website on WISE NEST™ with dynamic pricing calculators
- Digital infrastructure built for measurable client acquisition

THE SOLUTION

WISE Growth System: Position → Attract → Convert

Every element of the engagement was designed to build a system that compounded — not a campaign that produced a one-time spike.

STEP 01

Position

Solves: Undifferentiated positioning in a crowded market

Defined the firm's ideal client profile, clarified its market positioning, and aligned the brand around higher value advisory relationships. Messaging and strategy were rebuilt to better resonate with growth focused businesses and government contractors in the DC metro area.

The firm immediately began attracting the right clients — high-net-worth individuals, families, and mid-market businesses — instead of the wrong ones.

STEP 02

Attract

Solves: A history of never being found online (zero online leads)

SEO strategy targeting high-intent searches across the DC metro area. PPC campaigns built and optimized from scratch. YouTube optimization, content marketing, and listings management across all profiles.

239 SEO leads and 110 PPC leads in Year 1 alone — from a firm that had never generated a single digital lead in 44 years.

STEP 03

Convert

Solves: No intake system or conversion infrastructure

Website designed for conversion with pricing calculators enabling instant self- qualification. Structured intake and lead handling process. Full tracking and performance visibility so the system could optimize for revenue, not just clicks.

"A consistent stream of leads with a high conversion rate." — Chris DeBlanc, Managing Principal

THE RESULTS

Three Years of Compounding Returns

YEAR 1 — 2023
FOUNDATION PHASE

594%

Every $1 spent returned $5.94

Infrastructure built. SEO launched. PPC campaigns initiated. 239 SEO leads and 110 PPC leads generated in the first year the firm had ever run digital marketing. Website visibility up 55%. Traffic up 35%.

YEAR 2 — 2024
THE SYSTEM FINDS ITS STRIDE

1,720%

Every $1 spent returned $17.20

SEO authority compounding. Organic traffic replacing expensive paid clicks. Blended CPL dropping. Year 1 clients generating recurring revenue in the background — compounding the ROI on original acquisition costs.

YEAR 3 — 2025
ACQUISITION & DOMINANCE

11,233%

Every $1 spent returned $112.33

The firm stopped competing for visibility and started owning it. Pipeline became a filter, not a concern. The firm turned away low-margin work to focus exclusively on high-net-worth advisory and full-service business clients.

11,233%

Growth That Made the Firm Worth Acquiring

From $2.5M with no digital clients → to a firm acquired by **Cherry Bekaert in just over 2 years**. That's what committing to the process looks like.

Cherry Bekaert LLP CPAs & Advisors

WHAT THIS STORY PROVES

Three Things Every CPA Firm Can Take From This

Year 1 is a capital deployment, not a trial

594% ROI in Year 1 became 11,233% in Year 3. The firms that win are the ones that understand compounding and don't pull back when growth feels slow.

Brand is the first signal to the market

The rebrand from Murphy & Murphy to DeBlanc, Murphy & Murphy wasn't cosmetic — it was the opening move that made everything else possible.
Positioning drives pipeline quality.

Growth creates strategic options

The acquisition by Cherry Bekaert wasn't the plan — it was the reward. A firm that owns its market digitally becomes a different kind of asset. That's the long game.

Ready to Build Your Growth Engine?

DeBlanc went from $2.5M and zero digital presence to a top-25 national firm acquisition in just two years. See what the WISE Growth System™ can do for your firm.