

THE SLYFOX SPOTLIGHT

Shining a Light on Local Digital Marketing Success Stories



A year after Crystal Volpe launched C & V Income Tax Services from her London home in 1988, Tim Berners-Lee invented the World Wide Web. Filling out the carbon paper tax forms used then by Canada Customs and Revenue Agency, it was inconceivable that one day, Volpe's clients would check their smartphones to receive her great news about their tax refunds.

"My start up costs were supplies and a \$500 photocopier. Computers were just starting to become a thing," Volpe says. When the government agency allowed for computer-based income tax preparation in the early 1990s, "I was beyond ecstatic at how much quicker we were able to process tax returns."

"To think that we'd someday submit taxes halfway across the country with the click of a button or have clients on the other side of the world filing their taxes without needing to see us may have seemed like science fiction back in 1988 but as the technologies were developed and evolved, I always embraced the changes and looked for ways to have these technologies benefit our clients."

Online access continuous to expand the firm's ability to assist more people. To increase C & V's profile, Volpe researched businesses offering web design, social media and marketing. "I ultimately decided that SlyFox Digital Media Marketing would be the best fit."

SlyFox's Michelle Faulds says, "We worked with C & V senior staff to develop an easy to use system right on their website that enables clients to submit their tax information to C & V online. It's great for people who want to avoid lineups or have difficulty coming into the office. The information is then presented in a clear and concise manner for staff to work from when preparing tax returns."

The firm's online presence rose significantly in 2018. "Social media has provided our clients another option for reaching us and for us to provide information to our clients all year long," Volpe says.

To celebrate its thirtieth anniversary, C & V Income Tax Services directed SlyFox to redesign its website and promote its



anniversary campaign. "The goal was to engage our clients in raising \$15,000 by April 30, 2018 for our feature charity of 2018 - Bethany's Hope Foundation," Volpe says. "We are excited to say we reached this goal!" With staff's help, C & V matched the donation, presenting the charity with \$30,000.

As a tax expert, Volpe has money sense. "Through partnering with SlyFox to take over our social media and marketing, we get the added benefit of an entire team of individuals for less than the cost of hiring a new staff member in-house."

"C & V Income Tax Services has always strived to partner with local, small businesses like ourselves and we found in SlyFox exactly that - a company based out of London, who understood our clients and shared a dedication and passion for what they do," Volpe notes. "Their enthusiasm for our thirtieth milestone really showed through as we discussed my ideas for our campaign. I appreciate that they share many of the same values as we do at C & V Income Tax Services."



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