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.cpa Domains Client Success Story

A unique domain to activate every business strategy

How Dark Horse CPAs is using multiple .cpa domains to drive big results in everything from recruitment to industry verticals, wealth management, and beyond

What happens when you align your business strategy with your brand and digital marketing strategies? For Dark Horse CPAs, a virtual firm with accounting professionals all over the US, the result has been exponential growth in only a few years. And its deployment of the .cpa domain has played a central role in enabling smart, focused outreach to key target audiences for each of its strategies.

Dark Horse adopted the .cpa domain for its primary firm website, **darkhorse.cpa** – an upgrade from the previous **darkhorsecpa.com**. Then the firm created additional unique sites using the .cpa domain for its talent recruitment efforts, wealth management strategy, and specific industry verticals such as the fast-growing cannabis industry. Here's a closer look at how it works – and the results the firm has notched along the way.

One face for talent

"For a lot of firms, you're really serving two populations – talent and clients," says Chase Birky, co-founder, president, and CEO of Dark Horse. "In our business model, talent is really the primary customer. Today, clients are in high supply, but talent is in low supply. If you can attract and retain good talent, the client side of the business is going to take care of itself."

So Dark Horse created and launched a domain focused solely on recruiting new talent, **abetterway.cpa**, giving it a dedicated outlet for promoting its unique business model and compelling benefits solely to a target audience of innovative CPAs. "Incoming and prospective recruits can see the work we've put into **abetterway.cpa**, and they understand that we really do value and support our people," says Birky. "It's not just lip service or a great benefits plan – it's an entire vision, and that helps set us apart."



– **Chase Birky**
Co-founder, president, and CEO

Firm Profile: Virtual firm provides a wide range of business and personal accounting and financial advisory services to clients across the U.S.

Niches served: Full-service, cross-industry agency, with a special focus on wealth management services and the cannabis industry.

Locations: Virtual

Staff: 110



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...another for industry

Industry verticals play a foundational role in Dark Horse's growth strategy. And when the firm decides to pursue an industry, it knows the importance of demonstrating its commitment and depth of experience. "We want to showcase that we have a deep investment in whatever industry vertical we're pursuing," says Birky. "When we're able to deploy separate branding, marketing collateral, and a unique domain, we're telling that industry 'look, we're invested in this space and we understand you.'"

The cannabis industry is one recent example of Dark Horse's industry strategy – and one of the first steps the firm took when activating its cannabis-focused business was to establish two industry-specific sites, **dhcannabis.cpa** and **cannabisaccounting.cpa**, both of which redirect visitors to the same page. Once in the site, clients and prospects are presented with content, navigation, and messages that are all focused squarely on the cannabis industry. For example, Section 280E, the IRS code that dictates tax rules unique to the cannabis industry, is featured in the site's main drop-down menu. For visitors, the experience is the digital equivalent of stepping into the office of a CPA firm that only works with cannabis clients. "It's not about being one brand that tries to say they do everything," says Birky. "It's about showing a level of investment and differentiation that signals this is a separate, dedicated practice."

...and another for practice areas

For Dark Horse, the .cpa domain makes it easier to create digital brand experiences that target key practice areas. "As we develop different practice areas, our ability to put .cpa after new domains has been super helpful, because it allows us to clearly show that we're in that space, but also a CPA firm," says Birky. "For example, **DarkHorseWealth.cpa** immediately conveys that we're a wealth management firm, but we're rooted in the CPA world – that's basically the whole brand proposition. Because tax planning goes hand in hand with financial advisory." As Dark Horse launches new practice areas, the firm can use the same convention to support its strategy.

"When the .cpa domain came out, we were itching to jump on it. Using .cpa makes everything clean. It allows us to incorporate the CPA element of our brand without having to use longer domain names."

– Chase Birky, Co-founder, president, and CEO

A platform for growth

Dark Horse's success over the past few years has its roots in smart strategy, strong talent, and many other factors beyond its use of the .cpa domain. But .cpa has played an important enabling role, too, making it easy to activate laser-focused brand, marketing, and recruitment strategies that are fine-tuned to the specific needs of clients and talent. "It's definitely helped," says Birky. "In the beginning, it was just **DarkHorseCPA.com**. We didn't have **ABetterWay.cpa**, or our private wealth management and cannabis brands. So when the .cpa domain came out, we were itching to jump on it. Using .cpa makes everything clean. It allows us to incorporate the CPA element of our brand without having to use longer domain names."

Using .cpa has been a part of Dark Horse's winning formula for growth and talent – and it can play a role in your firm's growth strategy, too. Visit **www.cpa.com/dotcpa** to learn more and get started today.