



Client

TaxTraxx

TaxTraxx LLC is a start-up company that provides products and services primarily in the area of sales and use

tax compliance. This includes strategic and management consulting, operational business licensing, and complete outsourcing of a broad range of related services and functions. The company is based in Alpharetta, Georgia.

Need

As a new company, TaxTraxx was looking to build its business from scratch. They required a brand identity, market presence, immediate revenues and a framework for building strategic relationships to drive new opportunities.

Solution

BDStrategies serves in the role of Vice President of Marketing & Business Development for TaxTraxx. In this capacity we have accomplished the following initiatives:

- ❖ Brand development and company logo
- ❖ Creative design and content development of company website
- ❖ Design and execution of initial direct mail campaign
- ❖ Productizing an in-house web portal solution to offer to third party service providers
- ❖ Making initial contact and establishing business operating framework with selected organizations to develop strategic alliances and partnerships
- ❖ Secured company's first large project consisting of an upfront consulting engagement and an annual contract with monthly recurring revenue stream

