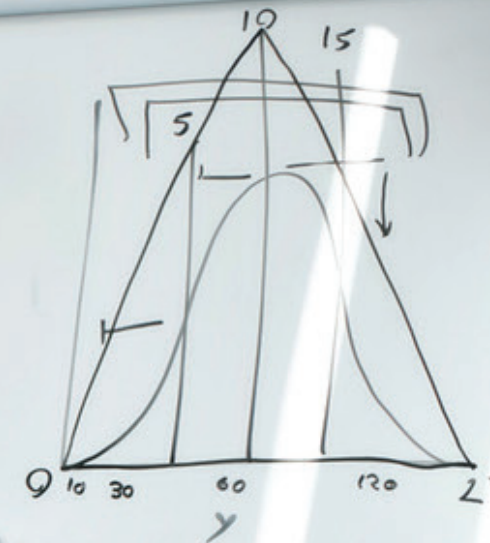


TIRO
COMMUNICATIONS

DAVINCI

Virtual Office Solutions™



How Davinci Virtual
Office Solutions
Ramped Up Its
Content Marketing

DAVINCI VIRTUAL OFFICE SOLUTIONS:

40,000 customers strong,
and 1,200+ locations and
4,500+ meeting rooms deep.

KEY FACTS

Founded: 2006

Headquarters:

Salt Lake City, Utah

Locations: 1,200+

Meeting Rooms: 4,500+

Recognition and Awards:

Fast 50, Utah 100, Inc. 500



Martin Senn, CEO and
Co-Founder

Founded in 2006, Davinci Virtual Office Solutions enables entrepreneurs, independent professionals, and small businesses to act and look like large businesses with its virtual office, live receptionist, and meeting space solutions. With more than 40,000 customers worldwide, Davinci Virtual Office Solutions' innovative, fulfillment-driven approach delivers exceptional service and cutting-edge solutions.

SOLUTIONS

- > Virtual Offices
- > Meeting Rooms
- > Live Receptionists
- > Live Web Chat

**"OUR CUSTOMERS
HAVE COME TO SEE
DAVINCI VIRTUAL
OFFICE SOLUTIONS
AS A TRUSTED
PARTNER AND
LOOK TO US AS
A NAVIGATIONAL
GUIDE, HELPING
TO STEER THEM
IN THE RIGHT
DIRECTION AND
PROVIDING THEM
WITH ACTIONABLE
BUSINESS INSIGHTS
AND IDEAS."**

– MARTIN SENN, CEO
AND CO-FOUNDER



DAVINCI
VIRTUAL OFFICE
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GROWTH SINCE
ITS FOUNDING.

TAKING THE BLOG STRATEGY TO NEW HEIGHTS

The company's blog strategy has been an important mainstay in its digital marketing program for nearly a decade. The rich content of the company blog bolstered organic and paid search keywords. The approach certainly proved quite effective: Davinci Virtual Office Solutions has achieved solid year-over-year growth since its founding in 2006.

Last year, Davinci Virtual Office Solutions concluded it wanted to scale its blog strategy in terms of both breadth and depth of content. "Our customers place great trust in us," says Martin Senn, the company's CEO and Co-Founder. "They've come to see Davinci Virtual Office Solutions as a trusted partner and look to us as a navigational guide, helping to steer them in the right direction and providing them with actionable business insights and ideas. Our blogs on DavinciVirtual.com and DavinciMeetingRooms.com serve as critical lynchpins in our broader marketing strategy."



**"THE
COALESCENCE
OF THE WEBSITE
TRANSFORMATION
AND THE
EVOLUTION
OF OUR BLOG
STRATEGY GAVE
US A UNIQUE
OPPORTUNITY
TO AMPLIFY THE
RESULTS OF BOTH
PROJECTS."**

– MARY CASTLETON,
PROJECT MANAGER

DAVINCI VIRTUAL OFFICE SOLUTIONS' NEXT-GENERATION BLOG GOALS



67%

45%
REDUCTION
IN NUMBER
OF BLOG
POSTS WHILE
INCREASING
SEO INBOUND
TRAFFIC 67%.

Davinci Virtual Office Solutions Project Manager Mary Castleton was assigned by Senn to lead the charge in architecting and implementing a next-generation blog strategy. The effort would address both company blogs.

As the evolution of the blog strategy took place concurrently with a complete transformation of the company's DavinciVirtual.com website, a project Castleton also oversaw, there were substantial opportunities for added benefits.

Some of the goals Davinci Virtual Office Solutions established for its next-generation blog initiative included:

- > Decrease volume of blog posts while increasing their content quality and inbound SEO traffic
- > Transition to higher percentage of long-form posts for better SEO results
- > Multiply social network posts and tweets
- > Boost social shares, likes, and mentions of content
- > Grow inbound website traffic
- > Increase number of click-throughs from blog posts to pricing and solution pages
- > Expand revenue generated by blog posts
- > Increase customer engagement

**"THE ABILITY TO
THINK-OUTSIDE-
THE-BOX WHILE
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WITH TIRO
COMMUNICATIONS."**

**– MARY CASTLETON,
PROJECT MANAGER**

BLOGGING FOR SUCCESS WITH THE HELP OF TIRO COMMUNICATIONS

Davinci Virtual Office Solutions had worked with the president and founder of TIRO Communications on a series of initiatives prior to the founding of TIRO Communications—including case studies, blogs, videos, and events. "We really appreciated his knowledge of our market space, passion for our business and ultimate success, and professional approach," Senn says. "TIRO Communications was just getting started when we were getting ready to launch our new blog strategy, and it was great timing for both of us."

Collaborating with Castleton, TIRO Communications helped identify different blog topics and a content calendar that aligned with core messaging for the company and topics important to Davinci Virtual Office Solutions customers. "These weren't necessarily directly related to our business and solutions in every instance," Castleton explains.

"Some of the topics were very much related customer-specific issues such as designing and building a website, ideas for entrepreneurs and small businesses on how to maintain a healthy work-life balance, among many other topics," she continues. "But in every instance, TIRO Communications found a way to tie the topic back to Davinci Virtual Office Solutions and what we do. The ability to think-outside-the-box while also ensuring alignment with the business is something we truly value from the relationship we've developed with TIRO Communications."

Blog posts researched and written by TIRO Communications are either ghostwritten for employees as well as published as byline posts by TIRO Communications' President and Founder Patrick Spencer. "We also publish blog posts from other influencers in our space," Senn comments. "This is part of our broader blog strategy. We see value in the added exposure we generate by including influencer posts. They blog and socially tweet and comment about their Davinci Virtual Office Solutions blog posts, which generates more inbound traffic for us, often for prospects with whom we would not have engaged without influencer posts."

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**– MARTIN SENN,
CEO AND CO-FOUNDER**

LONG-FORM BLOG POSTS SHOWCASE SUBSTANTIVE CONTENT AND THOUGHT LEADERSHIP

To date, TIRO Communications has researched and written nearly 40 blog posts for DavinciVirtual.com and DavinciMeetingRooms.com.

The following are a snapshot of some of the topics covered in the posts:

- > Helping Your Customers Maintain a Quality Business-Life Balance
- > 10 Ways to Keep Your Enemies (Competitors) Close
- > A Small Business "Wish List" for Santa
- > Stepping into the Cloud: 5 Areas to Get SMBs Started Today
- > Making First Impressions Count: 9 Factors for Consideration
- > 10 Ways a Virtual Receptionist Can Help a Small Business to Succeed
- > 5 Strategies Small Businesses Can Adopt to Ride the Omnichannel Wave
- > Live Web Chat: Personalized Digital Service
- > Personalized Omnichannel Engagement
- > Enabling Business Expansion with Virtual Offices

[continued...](#)

"THE CONTENT TIRO COMMUNICATIONS PRODUCES LEVERAGES A BREADTH OF MARKET INTELLIGENCE TO TELL A COMPELLING NARRATIVE THAT INCLUDES BOTH THE DIAGNOSIS OF THE PROBLEM—THE WHAT—WITH A PRESCRIBED SOLUTION—THE HOW."

– MARTIN SENN,
CEO AND CO-FOUNDER



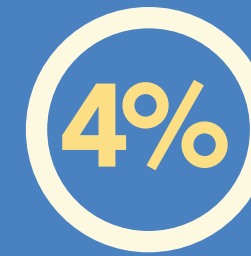
TIRO COMMUNICATIONS HAS PRODUCED NEARLY **40 BLOG POSTS** IN THE PAST YEAR FOR DAVINCI VIRTUAL.

- > Walking the Talk When It Comes to Customer Service
- > Omnichannel Customer Service and the Small Business
- > Customer Service Encounters the New Digital World
- > Using Hosted Live Web Chat to Act, Look, and Compete Like a Big Business
- > Business Leaders Live the "American Dream" by Capturing the Right Work-Life Balance

The vast majority of blog posts from TIRO Communications are long form, enabling Davinci Virtual Office Solutions to build thought leadership awareness and better SEO. "TIRO Communications demonstrates a great understanding of our market and business," Senn says. "The content they produce leverages a breadth of market intelligence to tell a compelling narrative that includes both the diagnosis of the problem—the what—with a prescribed solution—the how."

**"TIRO COMMUNICATIONS
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BLOG POSTS PRODUCED BY
TIRO COMMUNICATIONS
PRODUCE, ON AVERAGE, A
4% HIGHER TRAFFIC RATIO
THAN OTHER POSTS AND
COMPARABLE HIGHER
CLICK-THROUGH RATIOS.

HIGHLIGHTED BUSINESS OUTCOMES

Since ramping up its blog strategy about a year ago, Davinci Virtual Office Solutions has seen measureable outcomes.

Highlights include:

- 67%** Increase in Inbound SEO Traffic
- 3%** Growth in Opportunities Connected to Blog Posts
- 45%** Reduction in Number of Blog Posts While Increasing Number of Long-Form Posts
- 25%** Increase in Social Shares and Likes
- 54%** Multiplication in Inbound Blog Traffic from Social Networks

Blog posts researched and written by TIRO Communications have performed well and play an important role in helping Davinci Virtual Office Solutions to realize improved results. Among other highlights, they see an average of **4% higher traffic** ratio than other posts and corresponding higher click-through ratios than other blog posts.

EQUIPPING SALES AGENTS LEADS TO LEAD GENERATION

"IT WAS A NATURAL DECISION TO ENGAGE TIRO COMMUNICATIONS FOR SUPPORT IN CREATING THESE SOLUTIONS GUIDES."

– MARTIN SENN,
CEO AND CO-FOUNDER

In early 2016, Davinci Virtual Office Solutions turned its attention to developing content assets for its sales enablement team. New sales leads often sought more information from Davinci Virtual Office Solutions sales agents, and Senn wanted to equip them with content in PDF format to share with prospects. Previously, the team had to redirect inbound prospects to content on the website via URL links.

Since many of those same prospects had already seen that content, this was an inadequate response according to Senn. "We want prospects to view our sales agents as thought leaders and experts on our solutions," he reflects. "The psychological response is distinctly different when they are sent a high-quality content asset compared to a URL link to a webpage they may have already viewed."

Davinci Virtual Office Solutions concluded that it would start by developing three different Solutions Guides to address its three primary solution offerings—Live Receptionists (which includes Live Web Chat), Virtual Offices, and Meeting Rooms. Based on the recommendations of TIRO Communications, the team also concluded that the content assets could also serve as lead-generation vehicles. "We wanted to use them as part of our marketing campaigns by requiring previously unknown prospects to register for them," Senn says.

Davinci Virtual Office Solutions did not look very far when seeking a marketing partner to help in researching, writing, and designing the three Solutions Guides. "We've had a great experience working with TIRO Communications on our blog strategy, and they have an intimate understanding of our business and knowledge in the three solution areas," Senn reports. "It was a natural decision to engage TIRO Communications for support in creating these Solutions Guides."

SOLUTIONS GUIDES— FROM CONCEPT TO DESIGN

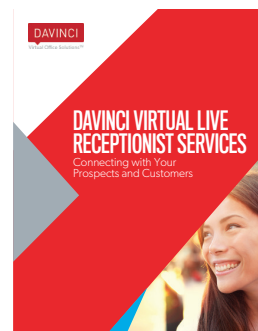
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– MARY CASTLETON,
PROJECT MANAGER

TIRO Communications worked with Castleton to pinpoint project milestones and to build outlines for each of the three Solutions Guides. With a green light from Castleton, TIRO Communications conducted in-depth market research for each of the three topics.

"TIRO Communications takes a very academic approach when developing content, and this rigorous methodology elicits points of interests and messaging angles that other content marketing providers typically don't provide," Castleton comments. "They also understand how to craft that research and information into a compelling narrative, where all of the different pieces fit together into a coherent whole." The Solutions Guides range between 17 and 25 pages in length.

Once Davinci Virtual Office Solutions and TIRO Communications finalized the copy for each of the Solutions Briefs, TIRO Communications created layout designs that were compelling and reflected Davinci Virtual's design standards. "We wanted a layout design that aligned with our website, while also embodying the uniqueness of each solutions topic," Castleton says. "What we got from TIRO Communications fit our requirements and expectations."



Davinci Virtual
Office Solutions Live
Receptionist Services
Connecting with
Your Prospects and
Customers



Davinci Virtual Office
Solutions Office
Solutions: Boosting
Businesses with
High-Profile Virtual
Addresses and Offices



Davinci Meeting
Rooms: Your Meeting,
Your Way, Anywhere

"USING HIGH-QUALITY CONTENT LIKE THESE SOLUTION GUIDES IS NEW FOR DAVINCI VIRTUAL OFFICE SOLUTIONS WHEN IT COMES TO LEAD GENERATION. IT GIVES US ONE MORE WRENCH IN THE TOOLBOX FOR CAPTURING NEW LEADS—AND THEY ARE PROVING QUITE SUCCESSFUL THUS FAR."

– MARY CASTLETON,
PROJECT MANAGER

VALUABLE "WRENCHES IN THE TOOLBOX"

Using copy provided by TIRO Communications, Castleton worked with her web team to build three landing pages for each of the Solutions Guides for lead capture. The intent was to use those landing pages to capture new sales leads.

"In addition to organic lead capture on our website, we point our social media promotions to the URLs for those landing pages as well as embed the links in blog posts where it makes sense," Castleton explains. "Using high-quality content like these Solution Guides is new for Davinci Virtual Office Solutions when it comes to lead generation. It gives us one more wrench in the toolbox for capturing new leads—and they are proving quite successful thus far."

"TIRO Communications brings a lot of insights and experience to the table," Senn sums up. "They've become a trusted content marketing partner on whom we know that we can rely."



**MILLIONS OF
DOWNLOADS**

CONTENT PRODUCED
BY THE TIRO
COMMUNICATIONS
TEAM HAS
GENERATED WEB
TRAFFIC TALLING
INTO THE MILLIONS.

ARE YOU READY TO RAMP UP YOUR CONTENT MARKETING?

TIRO Communications works with small businesses to Fortune 200 enterprises to help them build brand awareness and engagement through compelling content and customer-advocacy marketing outcomes. The team holds more than 30 different editorial and creative awards and has produced thousands of content assets—written, audio, visual, and video—and nurtured and developed thousands of customer, partner, and employee advocates.

Whether you are looking to build a content marketing program from scratch, overhauling one that is not working, or scaling one to new heights, TIRO Communications possesses the knowhow, passion, and commitment to help you reach your intended content marketing destination.

Visit us at www.tirocommunications.com or click here to [contact us](#) today.