Next-Generation Blog Strategy and Execution
Seeking to take its blog strategy to new heights, Davinci Virtual Office Solutions embarked on an effort to design and execute a next-generation blog strategy for Davinci-Virtual.com and DavinciMeetingRooms.com. Some of its key objectives included:
> Higher inbound SEO traffic
> Transition to higher percentage of long-form posts
> Increase number of click-throughs from blog posts to pricing and solution pages
> Expand revenue generated by blog posts
> Among other

Davinci Virtual Office Solutions collaborated with TIRO Communications to reassess blog content—including the use of influencers—and pinpoint content topics and a content calendar that aligned with core messaging as well as topics important to customers. Over the past year, TIRO Communications has researched and written over 40 blog posts for Davinci Virtual Office Solutions.

Sales Enablement and Lead-Generation Content
When Davinci Virtual Office Solutions turned its attention to developing content assets for its sales enablement team, which it also wanted to use for lead-generation activities, it looked to TIRO Communications for help once again. The company wanted to equip its sales enablement team with high-quality content in PDF format to share with prospects that also could be used for lead generation.

In less than a couple months, TIRO Communications researched, wrote, and designed four Solution Guides (ranging from 15 to 30 pages in length) that are proving to be highly effective sales tools. Three are used directly with prospects, while a fourth targets potential business partners for the Davinci Preferred Partner Network, a critical revenue catalyst for the company.

“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, Davinci Virtual Office Solutions

For more information on TIRO Communications, visit us at www.tirocommunications.com or click here to contact us today.