



**METIS**

COMMUNICATIONS

Agents of Influence™

CASE STUDY

# Delivering answers and authority with a B2B blog

## Challenge

Virtual Instruments was fielding numerous, common questions about IT performance. To respond in a way that would also build its authority in the market, generate inbound traffic and drive interest in its solutions, Virtual Instruments worked with Metis to launch a company blog.

Twice-weekly posts now help visitors solve problems – and move them into the funnel.



**VIRTUAL**  
INSTRUMENTS™

Company: B2B provider of infrastructure performance analytics (IPA)

Industry: Data center

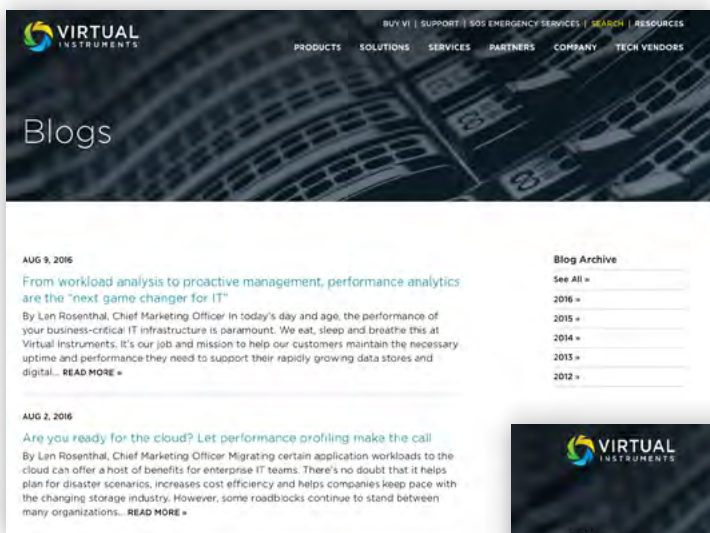
Location: San Jose, CA

Website: [www.virtualinstruments.com](http://www.virtualinstruments.com)

“We’ve seen impressive year-over-year growth on our website, thanks in large part to the addition of the blog. The best part for us is that the *benefits keep coming.*”

– Raj Patel, senior director of corporate and field marketing at Virtual Instruments

# Highlighted work examples



## Results *(in terms of year-over-year growth following the blog launch)*



**171%**  
growth in  
website sessions



**162%**  
growth in  
website users



**375%**  
growth in  
total page views



**828%**  
growth in  
social referrals