

CASE STUDY

WorkSpaces
by VAZATA

How Witmer Group Became a Core Marketing Partner for WorkSpaces by VAZATA

Lance Black is the Managing Partner of WorkSpaces by VAZATA, a technology company based in McKinney, TX. In 2016, he founded "Tech Culture" - a shared office and coworking space with the unique concept of having an in-house data center.

Tech Culture had an internal marketing team that needed help delivering results. Lance began his search for an external marketing agency that was agile enough to help him with various digital marketing endeavors. He also needed help with the upcoming Tech Culture rebrand.



THE CHALLENGE:

A Limited In-House Marketing Team

In Tech Culture's early days, founder Lance Black invested in an in-house marketing team to handle promotional efforts. While well-intentioned, the team struggled to deliver the results Lance needed to drive awareness and growth for Tech Culture.

It became clear an outside perspective was required to inject fresh strategic thinking and specialized expertise. Lance needed an agile partner that could quickly understand Tech Culture's brand and goals and execute innovative initiatives tailored to their target audience.

Lance initially brought on Witmer Group to supplement his marketing staff and assist with one-off projects. But owner Kristina Witmer consistently delivered fresh ideas and strategic counsel beyond expectations. She provided SEO expertise to improve organic search and suggested intelligent website updates to better engage visitors.

THE SOLUTION:

Outsource Our Marketing

Impressed with their capabilities and driven approach, Lance decided to outsource all marketing to Witmer Group. He realized that relying on a specialized marketing partner represented a more efficient use of resources and capital than an in-house team.

Witmer Group also offered the multiple areas of expertise needed to smoothly execute the upcoming rebrand across Tech Culture's digital presence. This strategic partnership gave Lance confidence that their basic marketing needs were covered.

Kristina and her team launched multiple simultaneous core initiatives to increase brand awareness and traffic. These comprehensive campaigns provided the scale needed to boost Tech Culture's brand recognition within the McKinney area.



The agency's core efforts included:

- Optimizing Tech Culture's Google My Business listing to improve local SEO
- Creating blog content to boost organic search rankings
- Managing social media accounts to strengthen brand engagement
- Developing local PR angles to build community connections

Over their years working together, Lance gained confidence in Witmer Group's capabilities and strategic guidance. The successful collaboration laid the foundation for Tech Culture's future growth.

Executing a Successful Rebrand to WorkSpaces

After establishing Tech Culture as a recognized player in the McKinney coworking market, Lance decided the brand no longer conveyed its technical capabilities or workspace offerings.

In 2022, he tapped Witmer Group's expertise to spearhead a rebrand to WorkSpaces and update online properties for a cohesive refresh.

Witmer Group's rebrand launch strategy included:

- Redesigning the Tech Culture website for a modern aesthetic.
- Milestone calls between Lance and Witmer Group to discuss progress.
- Transitioning social media accounts to the new branding.
- Updating the Google My Business listing name, photos, etc.
- Creating new blog content aligned with "WorkSpaces" messaging.
- Crafting press releases to announce the change to local media.

Throughout the process, Witmer Group was most helpful with maintaining continuity and guiding the overall rebranding strategy. Their oversight of each step gave Lance confidence in executing this major rebrand successfully.

RESULTS:

An Integral Partnership

After years of collaboration on marketing initiatives and a successful rebrand, WorkSpaces by VAZATA and Witmer Group have formed an invaluable partnership. This ongoing relationship continues to deliver tangible results for WorkSpaces's business growth.

By fully outsourcing marketing to Witmer Group, WorkSpaces by VAZATA has been able to realize significant benefits:

Increased brand recognition and online presence
Trusted counsel to inform strategy and planning
A core marketing team without overhead costs
The flexibility to scale initiatives up and down

"Partnering with Witmer Group has given us comfort knowing that our marketing needs are covered. Kristina and her team handle the brand building we need to support our growth." - Lance Black, WorkSpaces CEO

The successful ongoing collaboration provides WorkSpaces with the expertise required to drive awareness, traffic, and business growth.

WORKSPACES
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Is It Time to Outsource Your Marketing?

Like WorkSpaces, your company can benefit from having an experienced marketing agency in your corner. Contact Witmer Group to learn how outsourcing can transform your strategy and deliver tangible results.

