

# DMO / Collaborative Inc. – company deck

Brilliant Ideas, Precise Execution,  
and Improved Customer Conversion.  
See what's possible...



# About us

DMO Collaborative Inc. is a full service digital agency dedicated to helping businesses make a measurable impact in the world around them and in the lives of the customers they serve.

We specialize in both strategic thinking and execution, offering a full process from discovery, branding, design, launch, testing to post-launch optimization and ongoing management services.

Our firm brings together creative big thinkers in tandem with best in class execution and development. Additionally, we regularly recruit industry experts and specialists to achieve the best results possible for our clients.

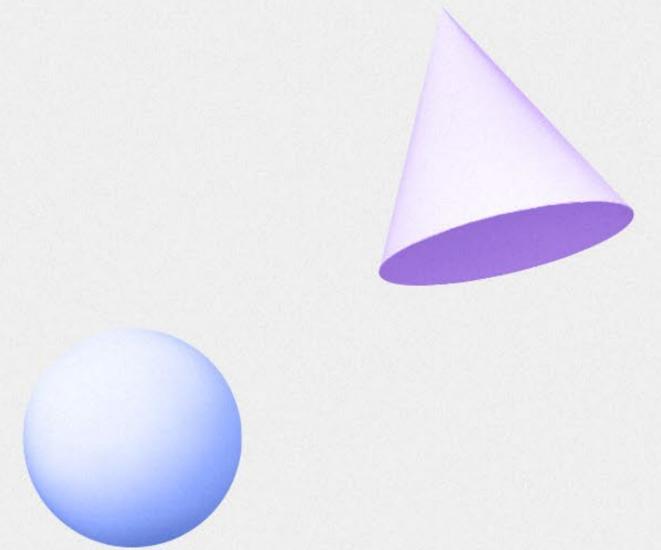


” Working with Dave and his team has profoundly shifted my organization for the better. Every step of the way they have helped us to outshine our competitors. They consistently deliver top-notch work, from branding to lead generation, and helping us with simple efficiencies that make our business run more smoothly. We consider Dave a long-term partner in our business at this point. “

— **Paul Tricoli**, CEO Princeton Transcription



We translate big ideas into functional solutions, crafting thoughtful and unified brands, apps, websites, processes and systems.



DMIO  
COLLABORATIVE INC.



# Core Operating Principles



**Lead with empathy.** At the center of marketing is a human emotion; the goal is to evoke a certain consumer emotion leading to a desired outcome (i.e. buying a particular product or service). Understanding this fundamental component and leading with kindness, openness, and empathy anchor everything we do.

**Teamwork above all else.** Our experience is that a combination of ideas, skill sets, and industry expertise and best practice produces the best result.

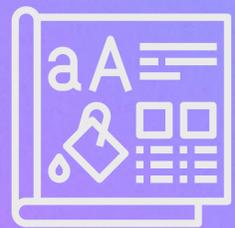
**“Good Enough“ is Not Enough.** We want to be the best in everything we do. If there’s a better, faster, more innovative way to do something, we’re determined to find out. We want the best possible result for our clients and their customers (- and our agency, too).

# Capabilities



## Strategy

- Marketing ecosystem mapping
- Value Ladders
- Users flows and customer journey
- Competitive benchmarking
- Customer research and data analysis



## Branding

- Identity Development
- Brand Strategy
- Brand Guidelines
- Digital and print collateral



## Select COO Functions (limited scope)

- Project Management
- Recruiting
- Talent Management systems



## Digital Experiences

- Social Media Management
- Funnel Designs
- Paid Group Memberships
- Ad Management
- Email Sequence and Campaigns
- Influencer Management



## Engineering/Development

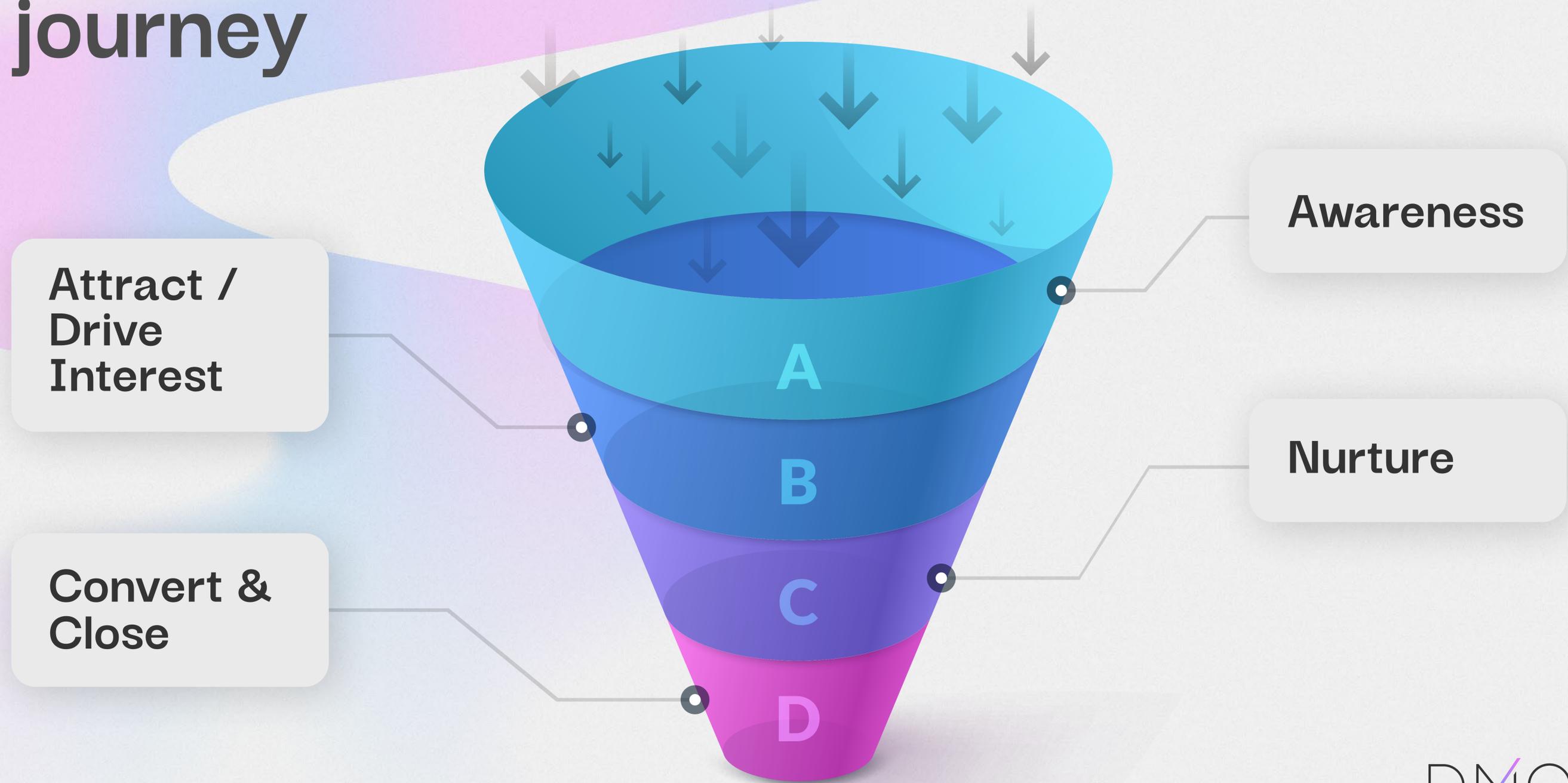
- Websites
- Front End Development
- SEO
- CMS Implementation
- Quality Assurance

Building  
brands with  
purpose and  
passion.

# DMO / Collab Process

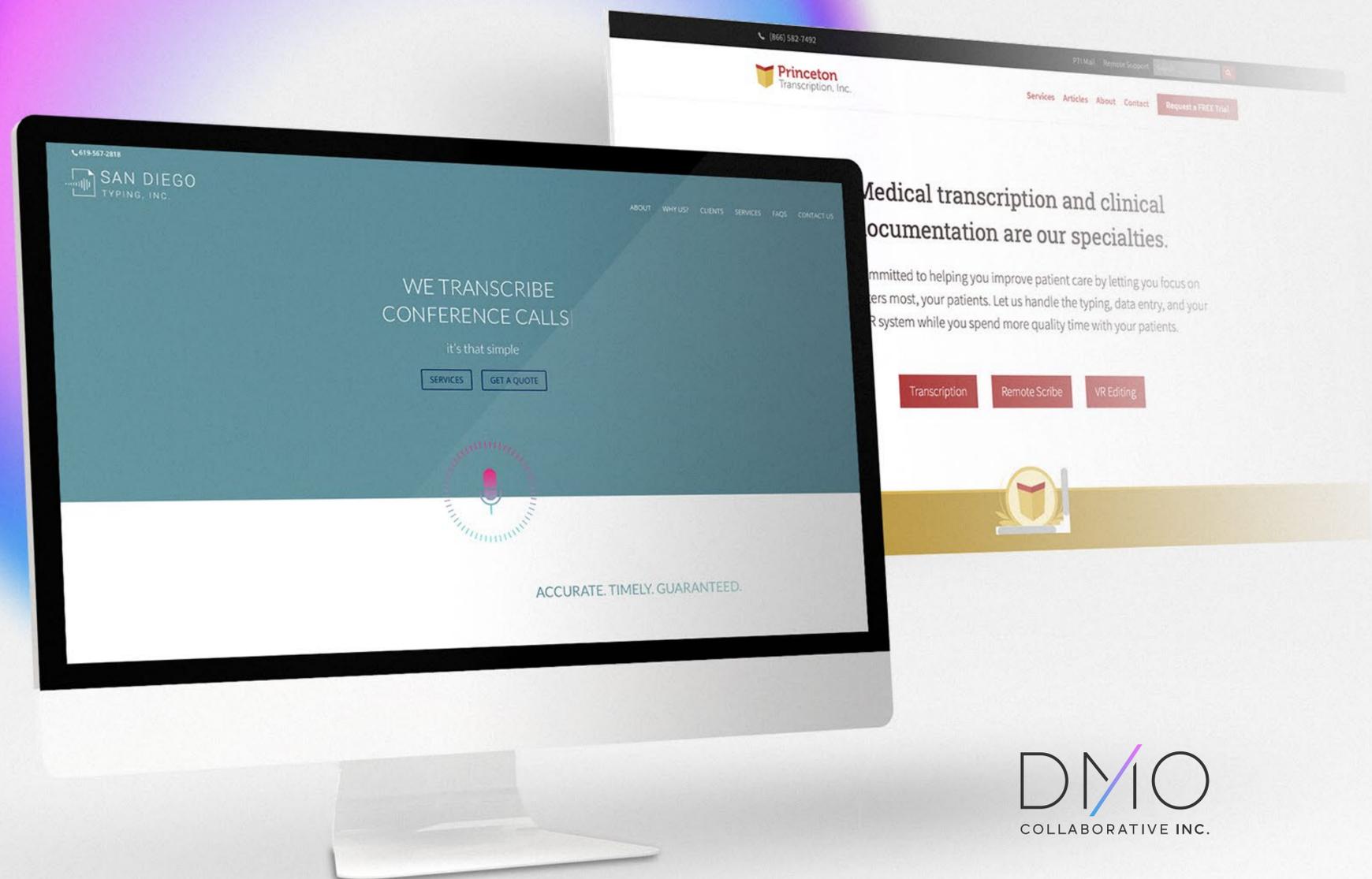


# Customer journey



# Case study

- Princeton Transcription  
Revitalising their  
brand and 75+  
website portfolio  
for a premier  
marketing  
platform.  
Ongoing  
audience  
building, social  
media, ad and  
lead generation  
management.



## **Princeton Transcription Inc.**

Princeton is a B2b nationwide transcription company.

### **Headquarters**

Princeton, NJ

### **Industry**

Transcription, Clinical Documentation, Medical Transcription

### **Company Size**

51 - 200 employees

### **Services we provided**

- Visual identity
- UX research
- Website design
- Design system
- CMS integration
- Email Campaign
- FB Ad Management

## **The client**

Princeton Transcription is a B2B documentation solutions provider based in Princeton, NJ. Founded in 2002, the company has grown to 500 employees nationwide and helps a wide range of medical practices, law firms, and local governments with documentation solutions, ranging from transcription to virtual scribe technologies.

## **The problem**

Medical transcription has become a competitive, crowded space with many providers switching to in-house technologies (EHR tools) and other alternatives. While Princeton has experienced relatively low client attrition (<1%), they have struggled to grow and expand. While their products and services are hitting the notes with avid users, their CEO Paul Tricoli felt their own websites and brand was vastly underselling their powerful offer.

## **The solution**

DMO Collaborative completed a full rebrand for Princeton Transcription, including the main website, 80 local-branch websites, and all sales and marketing collateral. Additionally, we completed a year-long SEO optimization effort to increase site traffic, implemented a new sales pipeline and proposal process, and a new CMS system to increase conversion.



# The result

After the first year of working together, PTI's sales have grown 17%. We are currently a long term partner with PTI, managing ad campaigns, lead generation, website maintenance, and ongoing PR and Social Media management.



CONTACT SALES: (866) 582-

## Intelligent Transcription Services for Enterprise

Princeton Transcription infrastructure is used to manage transcribing workload and maximize efficiency. Hundreds of organizations of all sizes – from sole practitioners to Fortune 500s and hospital systems

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