



CITRIX AND GOOGLE LAUNCH AN END-TO-END CONTACT CENTER FOCUSED MARKETING CAMPAIGN AND SALES STRATEGY

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Summary

Selling into vertical markets brings laser focus to an organization's marketing and sales strategies, allowing them to corner a market and establish an industry-leading reputation. Done right, messaging becomes more effective, campaigns are more focused, content is highly tailored to buyers, and sellers become attuned to navigating the nuances of the sales cycle. In fact, [McKinsey](#) research found that **38% of companies with a vertical marketing strategy achieve average contract values of more than \$100,000** compared to just 4 percent of companies with a horizontal strategy.



SERVICES PROVIDED

- Marketing strategy
- Project management
- Video production
- Earned media and PR

HOW MERIT MILE HELPED:

- Content strategy
- Messaging pillars
- Content syndication

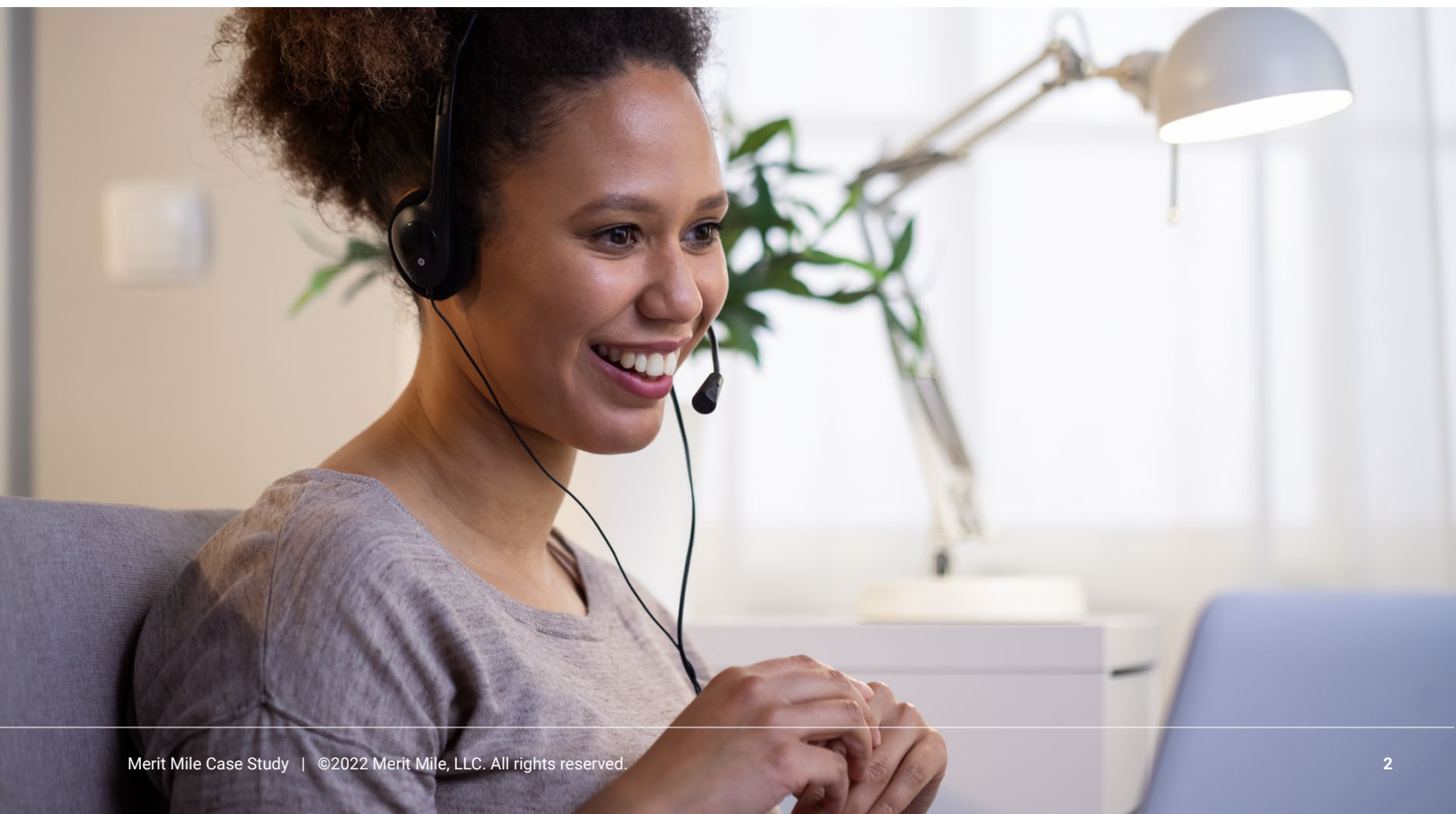
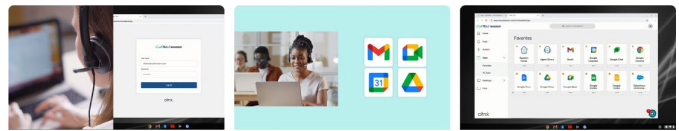
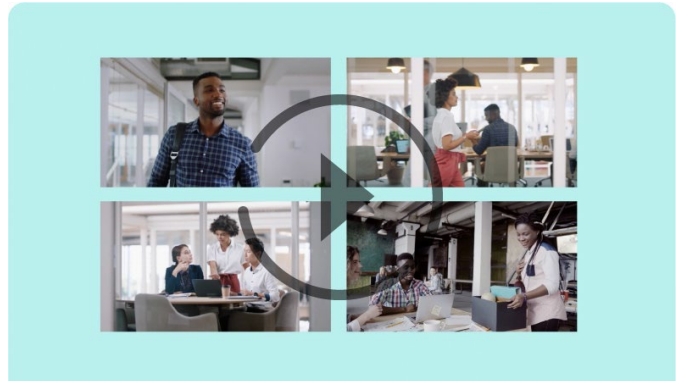
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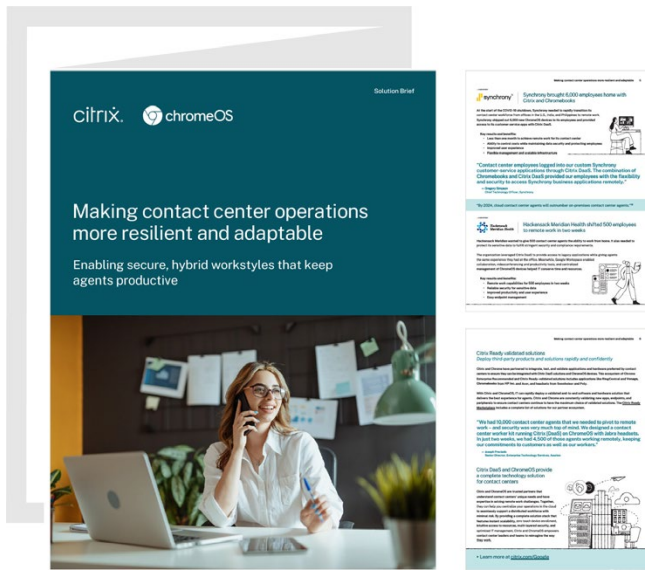
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Challenge

Citrix and Google knew that contact centers were a high potential vertical for Desktop as a Service (DaaS) and secure by design ChromeOS devices. The rapid shift to remote work during the pandemic was the ultimate proving ground for solution, and Citrix and Google helped thousands of contact center agents make the switch with ease using Citrix DaaS and ChromeOS devices.

Wanting to build on their joint momentum, Citrix and Google came to Merit Mile to turn these early contact center wins into a complete go-to-market content and campaign strategy. Creating vertical marketing content requires three things: a deep understanding of the core products and services as well as experience becoming intimately familiar with the industry, the particulars of the buyer personas, and landing vertical messaging. Merit Mile possesses all three.





Solution

Merit Mile began where all marketing campaigns should start—with the strategy and messaging. We interviewed stakeholders and subject matter experts from Citrix and ChromeOS, reviewed sales wins, and researched the contact center industry. With goals, pain points, and compelling attributes in hand, we assembled the content strategy and messaging pillars.

Merit Mile put forth a content marketing strategy that would nurture contact center prospects through the marketing and sales funnel. Starting at the top-of-funnel, awareness level content introduced prospects to the Citrix and ChromeOS contact center solution. Moving into mid-funnel, we went in-depth into contact center use cases, benefits, and features. At the bottom of the funnel, the campaign focused on customer success stories, economic benefits, and design considerations.

Results

Vertical marketing content doesn't work in isolation. Each piece of marketing content was part of a larger campaign execution strategy across paid content syndication, nurture, social media, and organic search. Display ads, landing pages, social posts, blogs, and earned media worked in dovetail to reach contact center buyers.



The Merit Mile PR team ran a series of industry outreach programs for additional awareness to contact center and healthcare publications and websites, landing Citrix multiple bylined articles. Key placements included [ChannelPro](#), [Contact Center Pipeline](#), and [Healthcare Business Today](#), in addition to securing a major analyst briefing session with Gartner.

Finally, Merit Mile ensured that sellers and channel partners were equipped to lead the downstream sales conversations. Sales enablement efforts included contact center specific tele-scripts, reference cards, and nurture emails that ensured sellers were talking the talk and properly engaging with prospects.



Merit Mile Services

- Marketing strategy
- Project management
- Copywriting
- Creative design
- Video production
- Earned media and PR

Deliverables

- Videos
- Solution briefs
- Presentations
- Sales tools
- Display ads
- Social media and blogs
- Bylined articles

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

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