



# CITRIX AND GOOGLE PROVIDE EDUCATIONAL STORYTELLING ON THE BENEFITS OF DESKTOP AS A SERVICE ACROSS SEVERAL VERTICAL MARKETS

NOVEMBER 2022

## Summary

Having a proven and predictable marketing strategy is important when building a B2B customer base in any vertical segment, but key to paving the road for sales is an effective thought leadership and expert awareness strategy that goes hand-in-hand. This integrated approach elevates the overall brand in competitive environments, reinforces key marketing messages, and softens the sales function. Prospective buyers seek independent ideas, inspiration, and validation during their purchase process. Thought leadership is a proven way to cultivate a reputation as a trusted authority on virtually every topic.



### SERVICES PROVIDED

- Earned Media and PR
- Key Messaging
- Content Marketing

### HOW MERIT MILE HELPED:

- Unique Story Angles
- Analyst Briefings
- Increased Awareness/Credibility

### MERIT MILE

**Phone:** 561-362-8888  
**Website:** MeritMile.com  
**Email:** Hello@MeritMile.com  
**Address:** 131 NE 1<sup>st</sup> Ave Ste. 100  
 Boca Raton, FL 33432 USA

## Challenge

Desktop as a Service (DaaS) is cloud-based technology that is gaining significant traction among IT leaders, but many in the C-Suite are still trying to understand its benefits to the bottom line of the organization. Citrix, Google Cloud, and ChromeOS are growing category leaders for DaaS, particularly as remote workforces have grown significantly since the pandemic. The two companies have built significant momentum in developing a [vertically focused](#) marketing and sales strategy within specific markets.

Wanting to augment with an educational thought leadership component, Merit Mile implemented an integrated PR awareness campaign designed to mirror this vertical approach in telling the story of Citrix, Google Cloud, and ChromeOS and the benefits of DaaS across specific industries. The successful integration and addition of an awareness campaign requires a deep understanding of pivoting a sales-focused marketing message into an earned media, educational narrative that tells the story of why C-Suite executives must pay closer attention.

## Solution

Merit Mile's PR team worked in close collaboration with its marketing team to ensure tight integration of Citrix and Google messaging for editorial audiences. The team developed a near-term messaging strategy with specific focus and prioritization of targeted media verticals. The team also identified key analysts who cover the DaaS and remote workforce topics closely to secure analyst briefings with brand executives and subject matter experts.

Merit Mile first focused its editorial and earned media pitch strategy on contact center trade media, and then expanded to include IT channel media and healthcare vertical media. This ensured that any earned media coverage would specifically target key verticals where the broader marketing and sales teams were also focused. While this took place, the agency also reached out to set up analyst briefings with some of today's most well-known names.



## Results

The Merit Mile PR team executed its series of industry outreach programs for earned media 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](#).

The team also secured analyst briefing requests from leading IT research firms such as Gartner, VDC Research, and ESG-Global. These briefings were key in supplementing the vertical and IT trade media placements to inject Citrix and Google deeper into the minds of today's top analysts covering these important topics.

The collage displays several key media placements:

- Contact Center Pipeline:** Article titled "DaaS to the Desktops" by Michelle Senecal de Fonseca & Scott Porter, dated April 2022. The article discusses how secure desktop-as-a-service (DaaS) helps agents work productively from any device.
- ChannelProNetwork:** Article titled "SECURE DaaS SOLUTIONS HELP REMOTE CONTACT CENTER AGENTS". The article highlights that new desktop-as-a-service solutions are sustainable and scalable for remote contact center workers.
- Healthcare Business Today:** Article titled "How Is Secure Desktop-as-a-Service (DaaS) Reshaping the Way Healthcare Organizations Operate?". The article is by a Healthcare Business Today Guest Author and dated April 27, 2022. It features a large image of a hand interacting with a digital interface.

Other visible elements include a "Sign Up for Email Updates" form, a "VITAL MEDICAL BILLING & CONSULTING" logo, and various navigation menus and social media sharing options.

To view more Public Relations and Marketing case studies, please visit [MeritMile.com/case-studies](https://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](mailto: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.

#### Headquarters

##### **Merit Mile, LLC**

131 NE 1st Ave Ste. 100  
Boca Raton, FL 33432 USA

#### Contact Info

**Phone:** 561-362-8888

**Email:** [Hello@MeritMile.com](mailto:Hello@MeritMile.com)