



CUTTING THROUGH THE NOISE TO GET TO THE RELEVANT INFORMATION.

NOVEMBER 2022

Summary

As the business world reacted to COVID-19 in early 2020, remote working became the de facto standard. As workforces shifted to remote work, the IT resources they depend on also went remote. Business and IT leaders needed to ensure that the same strong security policies and practices happening behind the firewall went remote as well.



SERVICES PROVIDED

- Integrated Content Marketing and Demand Generation Campaign
- Campaign Strategy, Execution, and Optimization
- Expert Interviews

HOW MERIT MILE HELPED:

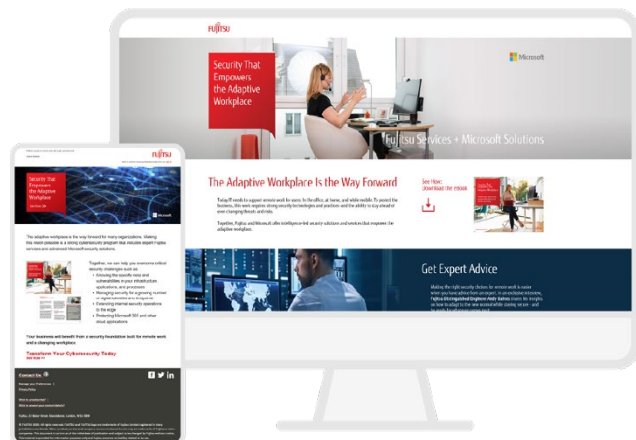
- eBook Core Messaging and Creative Design
- Blog Creation
- Social Media Advertising Videos

MERIT MILE

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

Challenge

Fujitsu and Microsoft are global partners providing secure workplace solutions to enterprise customers. As their customers raced to support remote work models, security was top of mind. IT leaders were clamoring for proven advice and technical know-how they could implement immediately. Time was of the essence. Fujitsu and Microsoft had the field proven expertise and insight businesses were asking for, but they needed a way reach their market.



Solutions

With the pressure to implement secure remote working solutions as fast as possible, customers needed fact, not theory. Merit Mile used a combination of real-world experience plus technical insights from Fujitsu and Microsoft security solutions experts as the most credible way to position Fujitsu as an industry thought leader on secure remote work. The integrated marketing campaign became founded on a **for experts, from experts** point of view, where IT customers could cut through the noise and get right to the relevant information they asked for.

Results

Within weeks, Merit Mile developed an integrated content marketing and demand generation campaign. First, Fujitsu and Microsoft security experts were interviewed by Merit Mile, collecting the source of technical information that was needed. Next, the findings were transposed into marketing content including an eBook, an interview brief with a Fujitsu security leader, blogs, and social content. To drive demand, a series of social media snack size videos and an email nurture series were launched.



Deliverables

- eBook
- Leadership interview
- Social media advertising videos
- Email campaigns
- Blogs

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.

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