

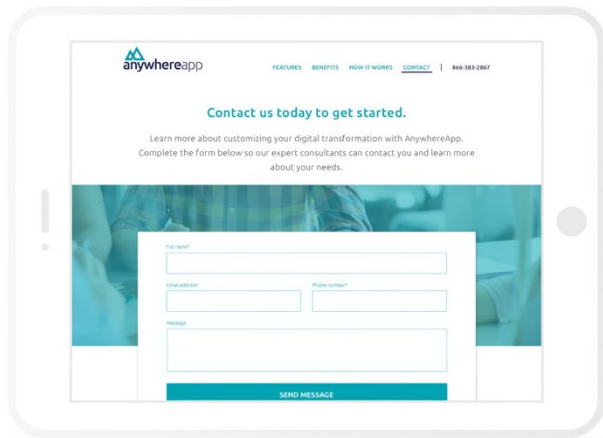


Websites are a necessity, but thoughtful UI/UX is a luxury.

JANUARY 2024

Summary

AnywhereApp is a Workspace-as-a-Service (WaaS) solution. Virtual applications and desktops are served onto computers, phones and tablets remotely. WaaS is cloud-based. The apps, files, and desktops are hosted on a central server and accessible with an internet connection – Anything, Anywhere.



Services Provided:

- Earned Media and PR
- Content Marketing
- Go-to-Market Strategy

How Merit Mile Helped:

- Brand Identity and Messaging
- Sales and Marketing Collateral
- Website Visual Design and Development
- Demand Generation

MERIT MILE

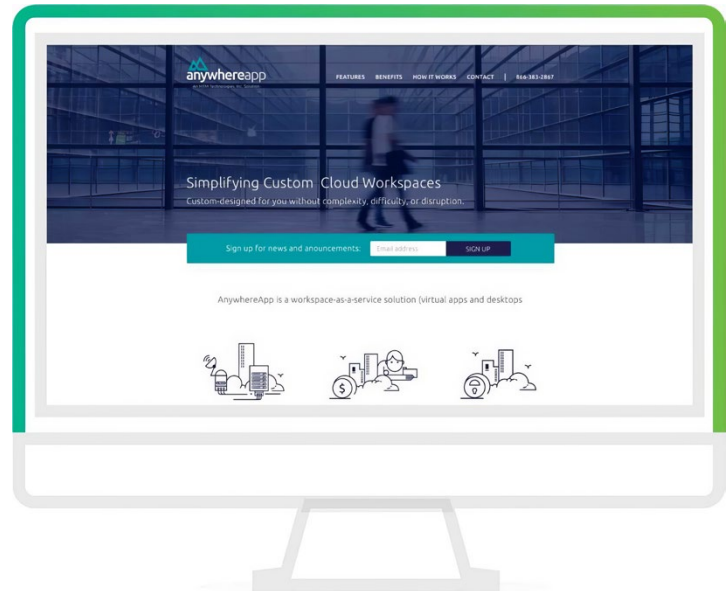
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Challenge

Define and launch the AnywhereApp brand online after designing the brand identity, and crafting the messaging and positioning. Communicate true value and differentiate from similar solutions in a very cluttered, fragmented and competitive market.

Solutions

Merit Mile not only developed the branding, strategy, messaging and website, but also an end-to-end digital bill of materials to launch in time for Citrix Synergy, the defining trade show—and moment—for AnywhereApp.



Results

Supported with a post-Synergy lead nurturing program and a demand generation toolkit, Merit Mile launched the AnywhereApp brand on-time and on-budget. Visually, the new identity is fresh and future-minded with a stand-out-from-the-crowd

appeal. The launch of the new identity and go-to-market plan was coordinated around the largest industry trade show and was promoted successfully with PR and social media.



Deliverables

- Messaging and Positioning Framework
- Product Identity & Brand Guide
- Go-to-Market Plan
- Go-to-Market Planning Workshop
- Anywhere App Website
- Customer Facing Presentation
- Selling/Positioning Training Presentation
- Solution Overview Whitepaper
- Custom Icon Development
- Video – Business Level
- Case Study
- Sales Reference Card
- Tele-Sales Guide
- Email Campaigns
- Social Media
- Demand Generation Toolkit

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

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