

Brand awareness and lead generation through contextual marketing...



the challenge

In the summer of 2007, Citrix embarked on an online marketing project to increase brand awareness and sales of its online meeting and remote access support products to the corporate market. The ultimate aim of the campaign was to generate a specific volume of qualified leads across defined market sectors. This would provide its telesales team with valuable data to grow sales of GoToMeeting and GoToAssist.

"DWA have been working with the Sift Media portfolio for over 2 years now, they continue to successfully deliver results for a number of our clients and will always be a strong contender for future campaigns"

Sarah Osborne, DWA Media
Appointed advertising agency for Citrix

the solution

Educational content aimed at the HRzone.co.uk and TrainingZone.co.uk communities positioned Citrix as a credible company while raising awareness of the GoToMeeting brand. White paper downloads and webinars allowed Citrix to offer advisory and educational material in exchange for member details, facilitating a stream of qualified leads.

Email bulletins were developed for a series of campaigns and delivered to carefully selected community members.

Contextual marketing tools were used to position advertising online alongside topical feature driven content in order to encourage users to sign up to relevant webinars, where the content was delivered through the GoToMeeting software itself.

the results

Data capture of those responding to the targeted campaigns allowed for a direct stream of well qualified leads. Each campaign successfully exceeded the minimum sign up target of 120 leads; over the last year these campaigns have not missed a single target.

Sarah Osborne at DWA confirms, "Sift Media has secured a high volume and quality of responses, consistently over a sustained period of time, based on defined target criteria. By positioning marketing around online communities, and getting prospects using the software as a means of accessing content, Sift Media's campaigns have helped us to demonstrate the benefits of GoToMeeting in a targeted and clever way."