



CITRIX FREEDOM OF WORK

PROJECT SUMMARY

Citrix EMEA wanted to enhance the way it worked with 33 of its highest potential pursuit accounts by driving accelerated growth and developing a deeper relationship. The team recognized that the highly personalized approach of an Account-Based Marketing (ABM) program could help.

Starting with insight, research, and data, and engaging the services of ABM agency Agent3, Citrix EMEA launched The “Freedom of Work” campaign—an insights-based and creatively-led program that enabled Citrix to tell a remote working story in a compelling and personalized way.

There was one fundamental constraint to this approach: Citrix (globally) had never previously undertaken an ABM program. The EMEA team was blazing a new trail.

A secondary constraint was go-to-market messaging, which was historically technology-focused and more about product features than Citrix’s human-centric angle. The new “Freedom of Work” message focused on the benefits for that Citrix solutions can drive both the employee and the business (e.g., improved productivity).

To start, Citrix EMEA undertook a significant education program across multiple departments to ensure account teams clearly understood the goals and expectations of the program. The team delivered formal training, including in-depth workshops with vertical sector experts, as well as key insights to the account teams, which further demonstrated the potential of ABM and showed account teams how to

think more strategically and engage more effectively. The goal was to enable sales teams to move from traditional product sales to becoming trusted advisors.

The team took a rigorous approach to understand the customer need, looking at markets, competitors, business, and IT priorities and identifying what this meant for different teams. At the end of the research process, each account had a 60-page document that included:

- The competitive landscape
- Sentiment analysis
- Brand benchmarking
- Stakeholder mapping
- Business challenges
- Deep-dive account profiling

The “Freedom of Work” campaign itself is a declaration of intent that turned a crisis into an opportunity to redefine the meaning of work. It brings together thought leadership, brand positioning, industry insight, and clear calls to action into a strong, single minded, and focused campaign.

For cluster campaigns, the team focused on red thread themes—that point of commonality—and evolved the campaign by giving industry vertical specific treatments of it.

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The “Freedom of Work” theme was added to Citrix.com thought leadership assets in 2020 and the field team used it to target their own customers with vertical clusters.

Some campaign assets included:

- Dedicated interactive landing pages to engage customers.
- Articles from Citrix CTO and Citrix HR to provide proof points to customers.
- LinkedIn and IP targeting campaigns to drive customers to the landing page.
- Interactive video ads to engage with the customers and drive them to the site.

Another strategic deliverable was an engagement campaign to promote the “Freedom of Work” charter directly to C-Suite targets.

As a pilot program, the “Freedom of Work” campaign carried a lot of risk. Ultimately, the Citrix EMEA Marketing team hit the revenue growth goals out of the park. Reputations and relationships goals were tracked to keep higher and more consistent C-level engagement. The thought leadership campaign enabled account teams to mine the opportunities identified within those 33 strategic accounts and achieve the levels of growth the business was striving to achieve.

Thanks to the success of the “Freedom of Work” ABM program in EMEA, Citrix is building ABM programs globally, and evolving from traditional field marketing model to one of ABM.