



**Presentation on**  
Citrix Work Space - Perception Building & Demand Gen  
( Drive EDM Campaign for Lead Generation)





# Citrix CWS Lead Gen Campaign

## ***Campaign :***

To Introduce Citrix CWS

## **Product- Citrix Workspace**

**Challenges** –Breaking through the noise and getting the attention of busy decision makers,  
Deep Research & Data intelligence

## **Key Points:-**

- **Buyer Centric Demand Generation**
- **B2B Marketing Pain Points**
- **Converting Leads into Customers**
- **Creating Meaningful Content**
- **Converting HQL into SQL within specific timeline**
- **Database Intelligence and tackling with high rejection rate**





# What Citrix Wanted ?

**Campaign Objective:** To Drive EDM Campaign for B2B Decision Makers and Influencers thru EDM Marketing and outbound calling based approach to generate HQL Leads for Citrix Workspace Cloud Software the ticket size is USD 22K-30K budget for SME and MSME customers.

***Campaign Goal*** – *To Generate 250 HQL Leads within 60 days*

**Why Techplus Media ( LeadXchnage)** –Tech based Media with Data intelligence and Influencing capacity on ICT Purchase.

**Achievement:** Generated 250+ HQL Leads within the scope including of lead replacement.





*Thank  
you*

A close-up illustration of a fountain pen nib, showing the gold-colored tip and the black barrel. The nib is positioned at the end of the word "you" in the cursive text, as if it has just finished writing it.

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