

MAILER:

Citrix GoToTraining

OBJECTIVE:

Citrix faced the challenge of increasing brand awareness and expanding product knowledge of the GoToTraining product.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign to reach a prospective audience of business professionals in the target company size, job titles, industries, and functional areas identified as the key audience specifically for the GoToTraining product. The offer was designed to provide a brief introduction to a compelling training article published in the Harvard Business Review titled How to Give a Killer Presentation and subsequently generating registrations by inviting prospects to read the full article by signing in via the Citrix landing page. The campaign targeted training-related job functions with an emphasis on sales and HR from the highly responsive eTargetMedia B2B Professional Masterfile list, allowing for precision in marketing to the ideal audience who would most benefit from GoToTraining business solutions.

OUTCOME:

The campaign resulted in achieving high open and click-through rates which generated article downloads and subsequent registrations, leading to an overall campaign performance that exceeded standard metrics for acquisition based B2B email list rental campaigns.

GoToTraining

Questions? 1 866 962 6492

From shy to standing ovation

[Download the Complimentary Article](#)

A 12-year-old boy from Kenya was asked to give a TED talk. Although nervous and inexperienced in English, he told his story before a crowd of hundreds. And when he finished, the response was immediate – a full standing ovation.

"In a matter of hours, a speaker's content and delivery can be transformed from muddled to mesmerizing."

In this *Harvard Business Review* article, TED curator Chris Anderson shares how speakers of all levels can learn to give world-class presentations.

Download the article to discover:

[Download](#)

- Presentation tips from the head of TED
- What TED talkers do differently
- Ways to find and frame your story
- How to give a talk that people enjoy watching

[How to Give a Killer Presentation](#)



Please forward this to colleagues who might be interested.



CITRIX

Citrix | 7414 Hollister Avenue | Goleta, CA 93117

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