

# CARIBBEAN STARTUP REDUCES COSTS, TRIPLES AUDIENCE ENGAGEMENT WITH SOCIAL MEDIA SYNDICATION

Case Study



## CLIENT OVERVIEW

Headquartered in Nassau, Bahamas, Cloud Carib Ltd. is a leading provider of hosted cloud-computing solutions as well as virtualized environments for on-premise infrastructures to organizations in the Caribbean and Latin American region.

A VMware Enterprise Partner, this 2011 startup has been growing fast. Their client list now includes high profile customers such as Securities Commission of The Bahamas, Doctors Hospital and Grand Bahama Power Company as well as many small-and-medium-sized companies.

*"Just one month after implementing Zift's syndicated social media solution, we tripled the frequency of our tweets, doubled our follower interactions, and eliminated nearly all time spent producing Twitter content."*

**Stelios Xeroudakis, Cloud Carib**  
(VMware Enterprise Partner)

## THE CHALLENGE: ACCELERATE MARKET LEADERSHIP

Cloud Carib is now encountering new competition from other IT companies hoping to capitalize on cloud and onsite virtualization services. To continue growing company market share, Stelios Xeroudakis, Director at Cloud Carib, knows that differentiation will in large part depend on marketing activities that engage existing and prospective customers to communicate the company's unique status as a solutions provider.

Cloud Carib has set its sights on opening new communications channels to reach a broader audience. The aim is to increase market-wide awareness about the Cloud Carib brand and to establish the company as the go-to authority on virtualized solutions—in both cloud-hosted and onsite infrastructures—in the Caribbean and Latin American regions.

Like most startups aspiring to scale up, Cloud Carib is grappling with the need to establish an ongoing conversation with customers and prospects while bumping up against time and resource constraints. Finding the right content and pushing it out to the right people has been both frustrating and a time drain. The company found itself dedicating two team members for two hours each day to complete marketing communications tasks that were, in Xeroudakis' mind, not accomplishing defined objectives.

## SIMPLIFIED SOCIAL-MEDIA SYNDICATION BRINGS BETTER BRANDING AND RESULTS

But the "Aha!" moment came. After launching the vCloud solution in the first quarter of 2013, Cloud Carib took a hard look at the automated marketing services VMware was offering through Zift Solutions—specifically, automated syndication of content through social media.

Cloud Carib found that by tapping into VMware product-specific and best-practice industry content—and then publishing it as cobranded social-media communications—it could finally make a significant impact. And fast.

The company likes the control to choose what content to distribute and the results generated by Zift Social Media Syndication services. Number one, Cloud Carib has been able to increase the frequency of their communications, which means more audience engagement. Two, they have reduced resource allocations to marketing communications while driving more traffic to their site. Finally, they have increased brand awareness among a larger prospect pool and projected themselves as the expert in the market when it comes to both hosted-cloud and on-premise virtualized environments.