



AVAYA

zendesk

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Turn-Key Case Studies

Customer Interviews (Folks speak freely with a 3rd party)!



Case Study Primer

Account Name:

Account URL:

Account Owners (AE/CSM):

Let's get started!

We can't wait to share your client success story! We know your time is precious and will keep our questions to a minimum. Let's get started!

Note, questions below are illustrative

Topic	Response
1. What business challenges/opportunities did your client look to solve/develop with you help?	
2. Describe your client's selection process and what criteria they based their decision on. What competitive solutions are lost to your solution?	



Case Study Output

- PDF Case Studies
- “Polished” In-Person Video Testimonials
- Enhanced Webinar Based Testimonials
- Testimonials (full G2 Crowd/Trust Radius programs)

zoominfo
Powered by DiscoverOrg

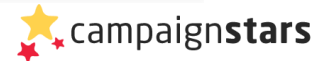
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“
With ZoomInfo, we more than doubled our activity; and our efficiency skyrocketed. Since then, we've grown our pipeline over 90% per year.”

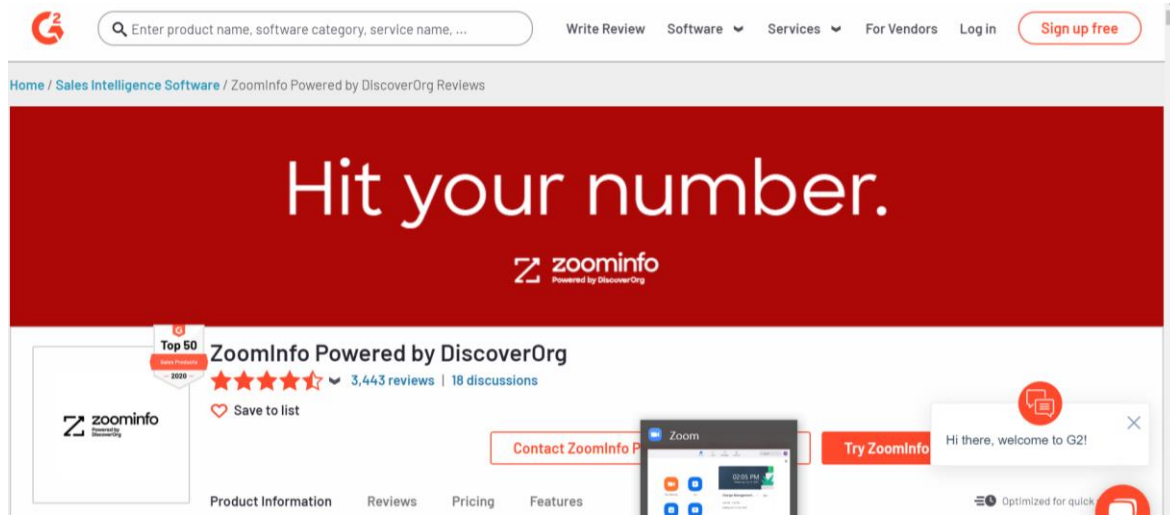
Justin Hiatt
Vice President of Digital Sales

workfront

TentCraft
\$2 Million in Revenue After COVID-19



Testimonials



Importance:

1. 73% of buyers use review sites as part of their B2B purchase process



Process:

1. Establish program goals (which sites and # of reviews)
2. Create and launch a review request program across channels
3. Recommend an ongoing review program



Duration:
8 Weeks

Video Options



<https://www.campaignstars.com/our-platform?var=vlo12x4>



Importance:

1. 52% of marketing professionals name video as the type of content with the best ROI.



Options:

1. Production level video production
2. On-premise case studies
3. Virtual case studies (via Zoom for example)



Duration:

4 Weeks to 12 Weeks

Case Study Book – consolidate your best stories



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Importance:

1. Highest effectiveness rating at 89% vs other assets
2. 73% of buyers used customer case studies to make B2B buying decisions



Process:

1. Define case study theme and core questions
2. Build or freshen case studies: meeting with AE/CSM and then end client
3. Tell a bigger story: assemble case studies into a case study book to support theme
4. Leverage case studies across all campaigns



Duration:

12 weeks for a 5 story pack