



Yakkety Yak

..... Content Marketing

Case Study Tool Kit

Use this checklist to narrow down your case study candidates and ensure they meet the criteria to put together a valuable case study. Your goal is to check 3 of the 6 boxes for each potential respondent.

- Candidate aligns with your ideal future customer**
Think about companies and customers you have worked with in the past, then think about your ideal, target customer. You will want to pick the right respondent for your case study so that their experience will attract clients and customers you would like to work with in the future.
- Understands your product or service**
It's important to pick a respondent who fully understands your product or service and how it adds value to their company or them as an individual. This will allow them to put into words how your offerings can help future customers.
- Experienced phenomenal results**
A respondent should have experienced phenomenal results by using your product or service and be able to quantify these great results with numbers or be able to obviously portray the benefits in words and visuals.
- Untraditional Customers**
Showing how your offerings can help businesses and individuals outside of your stereotypical market can help show your value and attract new customers. It also creates a surprise element and helps your audience think of your product or service in an entirely new way.
- Get recognizable or big brands**
If you have done work with brands that have a lot of clout amongst your market, these are some ideal respondents. You will reach more potential customers through brand recognition, and it will add to your credibility of being able to handle bigger brands and highly regarded companies.
- Came from competitors**
What better way than to feature a customer or client who came from a competitor and had great success? There's not much more to say here...

Success Story Questionnaire

1. Name

2. Company

3. Title

4. Contact Information

5. What problems did [Company] solve for your business?

6. How were these problems unique to your industry?

7. What kind of results were garnered from the relationship?

8. Would you recommend [Company] to other businesses in a similar situation to you?

9. Please describe the experience in 2-3 sentences.

10. Do you have any photos or visual elements we can share?

11. Would you like to review the Case Study for accuracy prior to our distribution?

12. Please provide your company social media handles so we can properly share our case study.