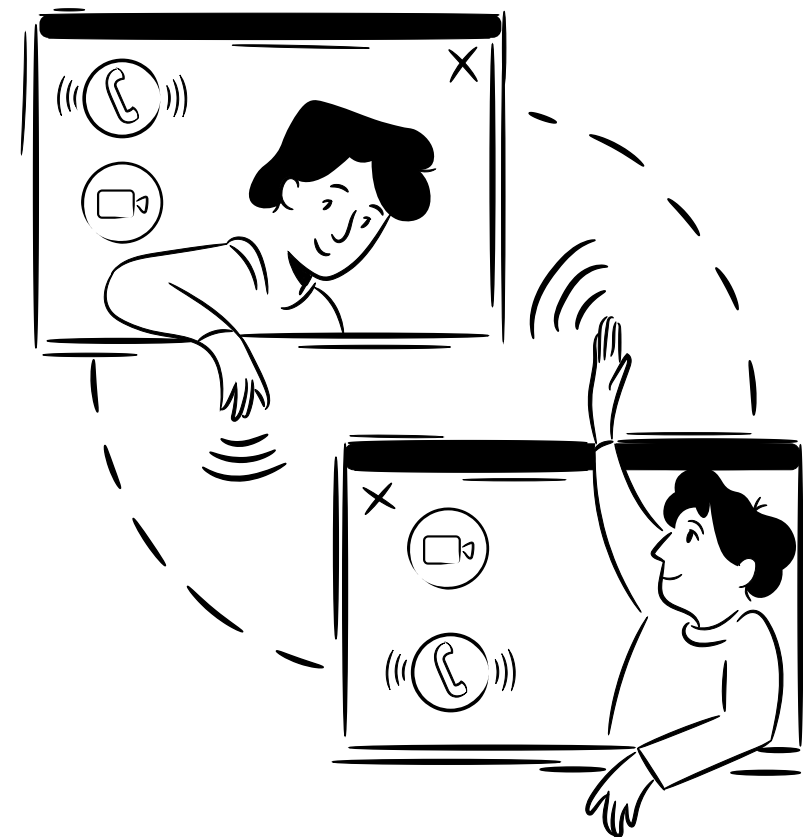
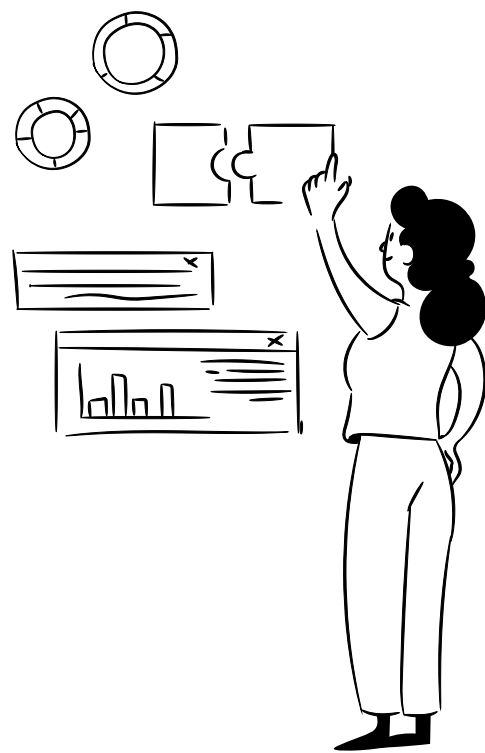


# Website Brief

Case Study Partners



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# Introduction

Case Study Partners will be a new digital agency. We focus on producing case study videos, creating written case studies and LinkedIn/Social assets from start to finish. Our clients can then scale their social proof and close more deals, more quickly, with less work.

We require a website that focuses on the painpoint our target audience feels, and that's a hassle of writing and creating case studies for their company. Equally important is to focus on the output of what we do. This means testimonial videos, case study design and social posts.

The point we want to make immediately with our target audience is "wow, these guys understand me and handle everything for me!"



# Key Deliverables

5 page Wordpress site with the following pages designed:

**Home**

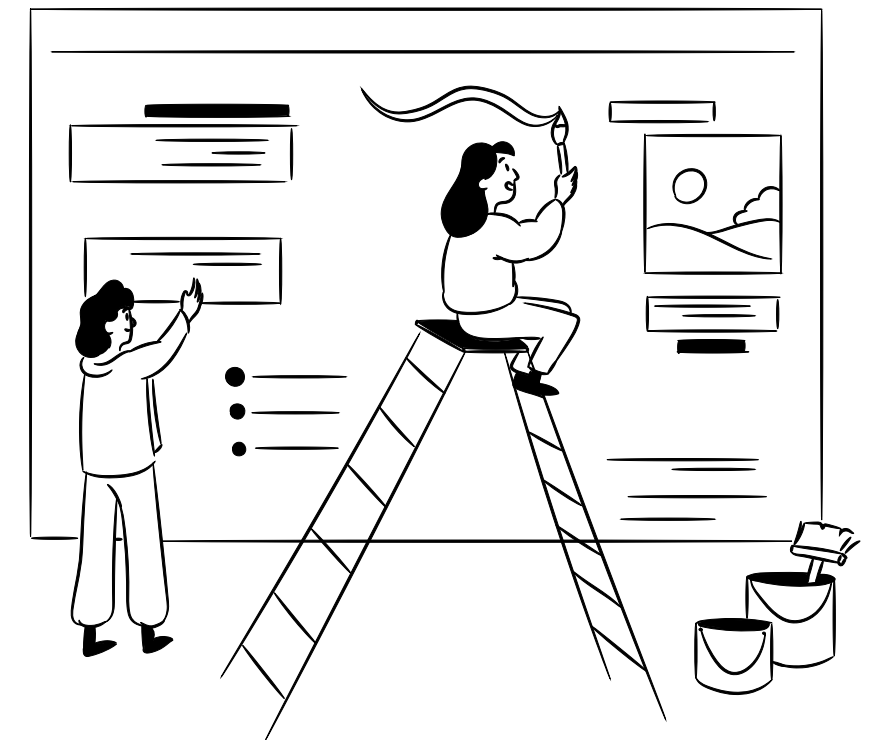
**Services (6 sub pages for each service - same template is fine)**

**How it works (2 sub pages - same template is fine)**

**Examples**

**Contact**

Designs can be built with Elementor if you wish. We will handle all web hosting on our Wordpress server. We would provide you access to the server to upload



# Creative

Our audience are sophisticated marketers. So we want to be "creatively sophisticated". We will go with black and white theme - using basic illustrations - no stock photos.

*Why no stock photos?*

That's because I want to really focus on our services, which are people stories. So we will have screenshots of lots of our case study videos, case study designs and social content (which will also have photos). So the color for the website will come from screenshots and shots of our work. We just need it all to flow together nicely.

Things we want: White backgrounds only. With bold black text only. Simple animation to the right of main homepage headline. Then the homepage needs to be a **long page** of all the things we do. Copy to follow on the next page.

Websites I would like to model in terms of layout:

<https://www.marketing360.com>



# Copy

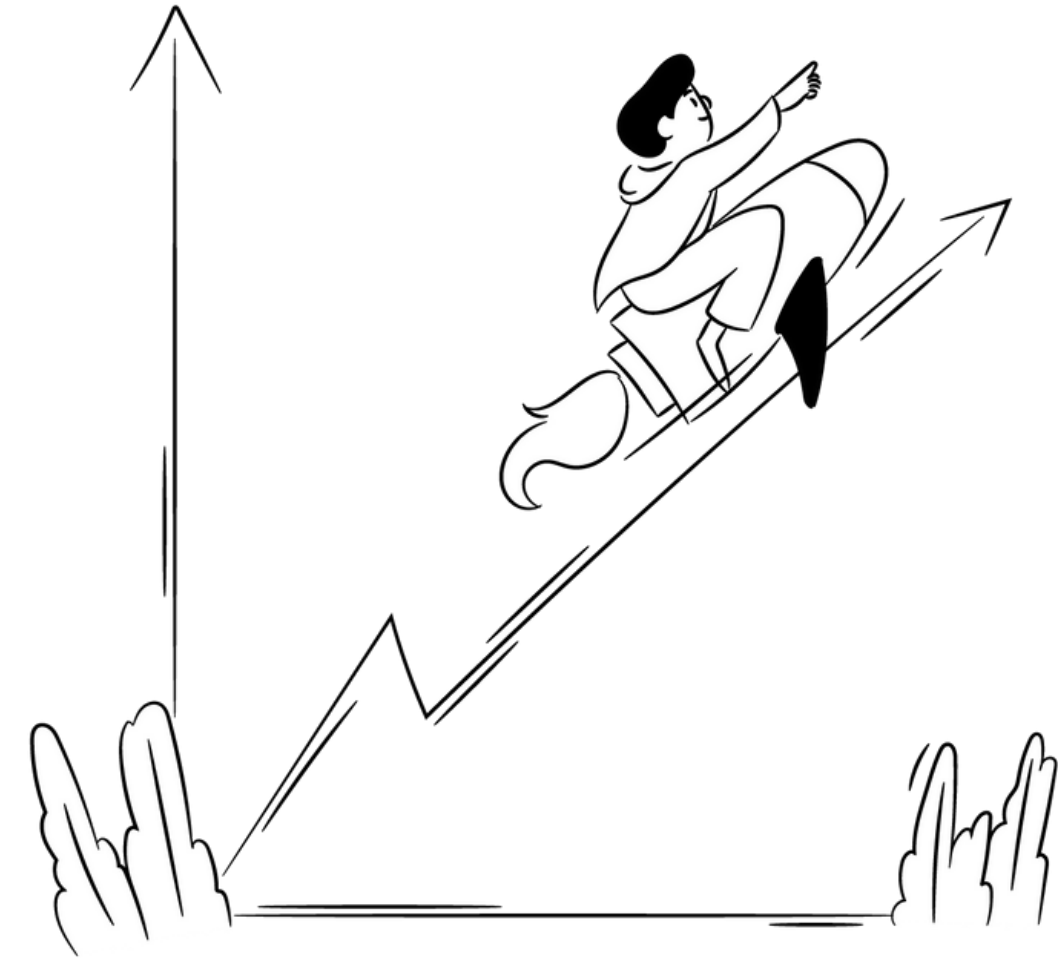
Homepage

## Win More Hearts with Powerful Case Studies

Testimonial Videos, written PDF's, slides, one-pagers and social media content. We create spellbinding case study stories and videos that will drive business for your revenue team . No more writing, proofing organizing videographers and time-consuming hassles. We'll handle everything 100% and deliver to you powerful marketing assets you'll be proud to share.

[Learn more](#)

[Watch Video](#)



Trusted by hundreds  
of top companies



# Copy

## Homepage – second section

### **Capture results, built trust and win new business**

Combining real-world results with social proof, one well-produced customer story with multiple marketing assets will do a LOT of the heavy lifting for your business sales...because it comes directly from the mouth of a happy human who loves what you do.



## Homepage – third section

### **It's More Than Marketing**

No more awful sales sheets and dull corporate announcements that tell people to spend their money without reason. Our team of Emmy<sup>®</sup>-winning journalists ensure your case studies are authentic. They're real. They're raw. They give people a reason to trust you, and, more importantly, a reason to give you their business.



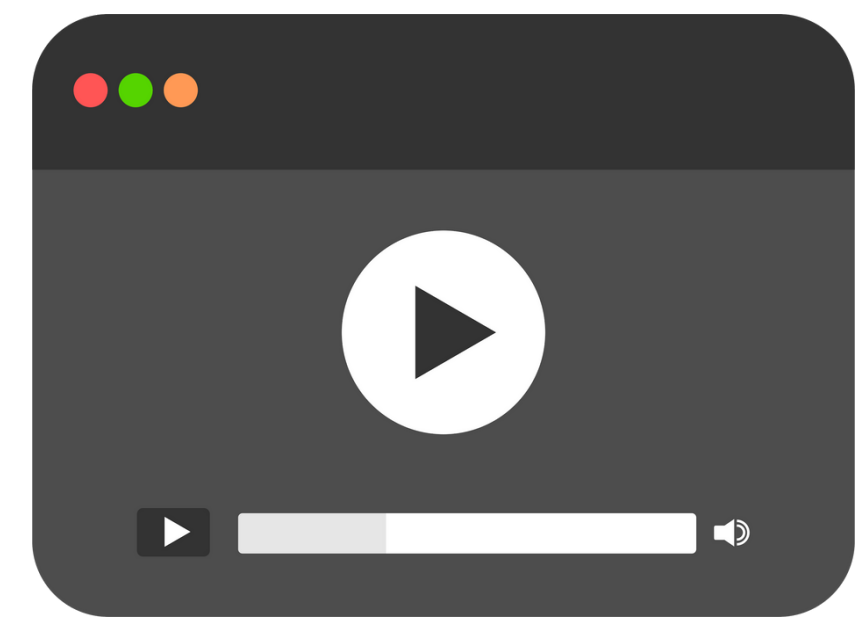
Copy

Homepage - fourth section

Get a testimonial video anywhere nationwide

You get our team of pros to handle the outreach, the interviews, the field production (or remote) and all the editing, graphics and storytelling for a lot less than you think. Powerful, proven content that moves the needle.

Plans and Pricing      Learn More

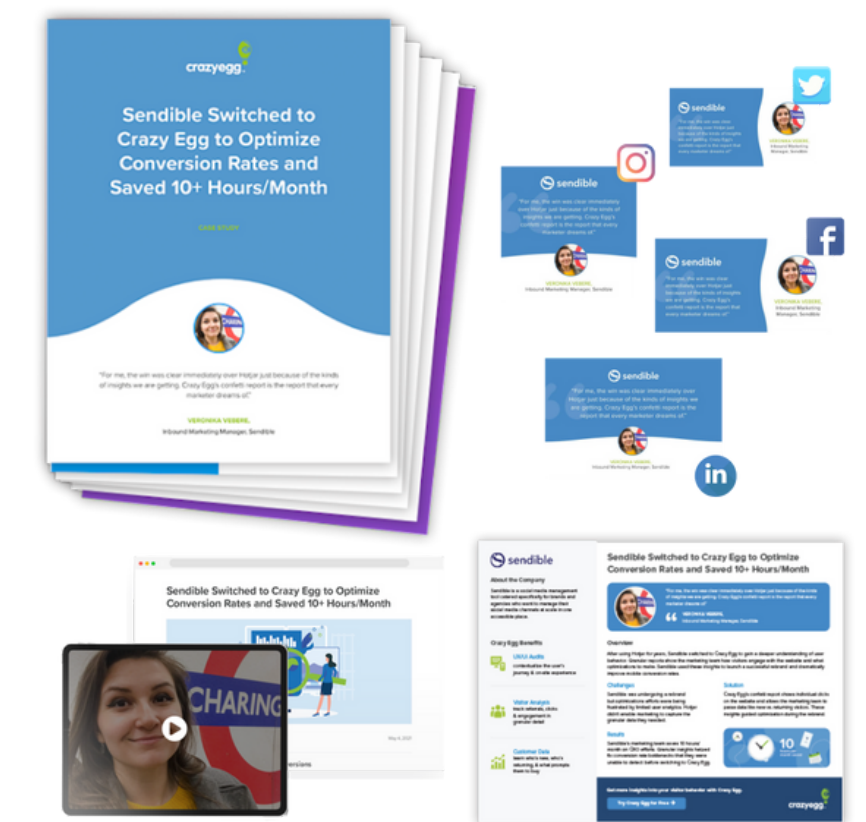


Homepage - fifth section

Don't settle for just a single case study. Get a lot more.

Narrative stories with your customer as the hero is key to readability and persuasion. Get professionally wordsmithed case studies to upload to your website, social channels, and more with pride.

Plans and Pricing.      Learn More





# Copy

Homepage - sixth section

## Promo & Sales Collateral

From one-sheets, slides, long, short, and ultra-short articles for your website, blog, or sales team. You are in good hands knowing the content you get back is marketing gold. All without the headaches.

Plans and Pricing

Homepage - seventh section

## Need help promoting your customer story? We got you.

You get campaign level help from our team. Landing pages, lead capture forms, press releases & PR outreach to 400+ organizations and 100,000 journalists. All done by former our in-house former reporters who know how it's done.

Plans and Pricing.

Learn More



08/12



### 100% stress-free case study project management

#### Get More for Less

Whether you manage the marketing yourself or have an in-house marketing manager, getting case studies done can be time consuming and costly if you don't do it right. We believe partnering with a case study expert can help your business prosper and establish itself as an industry leader.



#### Free up your schedule

Our team of experienced video producers and content creators use proven persuasion strategies to create attention-grabbing case studies.

- We provide respectful and proactive client management throughout each case study project.
- We produce quality assets that your client will love and protect your brand's reputation
- We save you countless hours of time and effort.
- We ensure your satisfaction with every piece of case study material we deliver

# Copy

Homepage – final section

**Everything you need is right here. Avoid the headaches over case study copywriting and testimonial video production. Get in touch**

Plans & Pricing

show 4 column options here. each column will have 4 lines to describe what they get

Footer here

# Copy

Services – main page. (The 6 services below will get their own subpage (can be same template). Minimal content on each page – content still being written

## What we create for you

CaseUp offers our B2B clients everything they need. We do all the heavy lifting and will create magnetic case study videos, written material and social media content to build trust and credibility.

### On-Location Case Study Videos

Nothing screams "these guys are legit" quite as loud as a cinematic video showcasing your client in action with your product or service. Our local crews in 17 locations nationwide will save you travel fees and get to your client's office and film an on-location testimonial video.

### Remote Video Testimonials

Get a polished production without setting foot in your customers' office. We use your clients iPhone or Webcam (and a special app) to record great HD video. Real-world results + social proof = a recipe for ROI.

### Written Case Studies

Long, short, and everything in between. Get professionally wordsmithed case studies to upload to your website, social channels, and more with pride.

### Promo & Sales Collateral

From one-sheets to slide decks, image quotes, audiograms, social media assets, and beyond, we'll arm you with the collateral you need to sharpen your competitive edge on-the-fly.

### Case Study Landing Pages

Need to create a campaign quickly and want to avoid your IT group? Elevate your online presence with a mobile-optimized on-brand landing page featuring your best case studies and a lead gen form. Our case study landing pages inspire trust by convincing your customers they're on the right page.

### PR Distribution Services

We'll help you gain press coverage with your case studies by writing and distributing them in a press release format. We'll then spread the word to 350+ new organizations and 100,000+ journalists.

# Copy

How it works – Main page

## Meet your new case study partner.

We get it: Arranging for a testimonial with a client can be tricky.  
What should you ask?  
How can you get the best answer?  
How can you turn your notes into valuable content?



Our team takes out the stress of creating case studies. We handle the entire process from start to finish. We are dedicated to uncovering success story opportunities and maximizing the ROI of clients' testimonials. Therefore, our team manages every step:

- Strategy call with your business
- Identify clients and their experience
- Reaching out to clients
- Preparing and running clients' interviews
- Organizing and producing case study content

We act as a point of contact for your business and your clients with every case study project. From case study copywriting to testimonial videos, we deliver the hassle-free business social proof you need.



# Copy

## How it works – second section

### About Us

Unlike many marketing services, our content generation and production experience is entirely suited to the purpose of customer success stories. You can rest assured we know how to convey complex information and identify the core message in each story.

With over 25 years of journalism experience with some of the most reputable companies, including ABC News, BBC Worldwide, CBC News, and CTV News, we bring precious values to case study copywriting:

- How to make your customer feel great in the process, while protecting your company's reputation
- A keen eye for valuable content
- Interviewing experience and skills
- How to capture the essence of every message
- How to explain complex topics in an accessible manner in each content format

**We deliver high quality customer stories, period.**

Whether a client requests to film their testimonial remotely or whether we meet them on-site, we know all the tips, tricks, and strategies to deliver high-quality videos and edit them professionally.

In other words, if your client chooses to record their testimonial remotely, we have the skills and experience to guide them through the process and produce professional results. If a client prefers to be recorded by our team, we are happy to meet them and bring the equipment on-site for a pain-less 30 minutes of their time.



# Examples

Not to scale :-). Just to show you the order of examples below

- On location Video Testimonials
- Remote Video Testimonials
- Social / Snackable Content
- Written Testimonials

On-location Video Testimonials



Remote Video Testimonials



Social / Snackable Content



Written testimonials



*These will be embedded videos*

*These will be images that open*

*These will be images that open to a PDF*



# Contact

We're here to help and answer any question you might have.  
We look forward to hearing from you

FIRST NAME \*

LAST NAME \*

EMAIL \*

MESSAGE \*

ADDITIONAL DETAILS

Send Message

*I will provide the iframe code for the form and the link to use to schedule the call*

## How Can We Help?

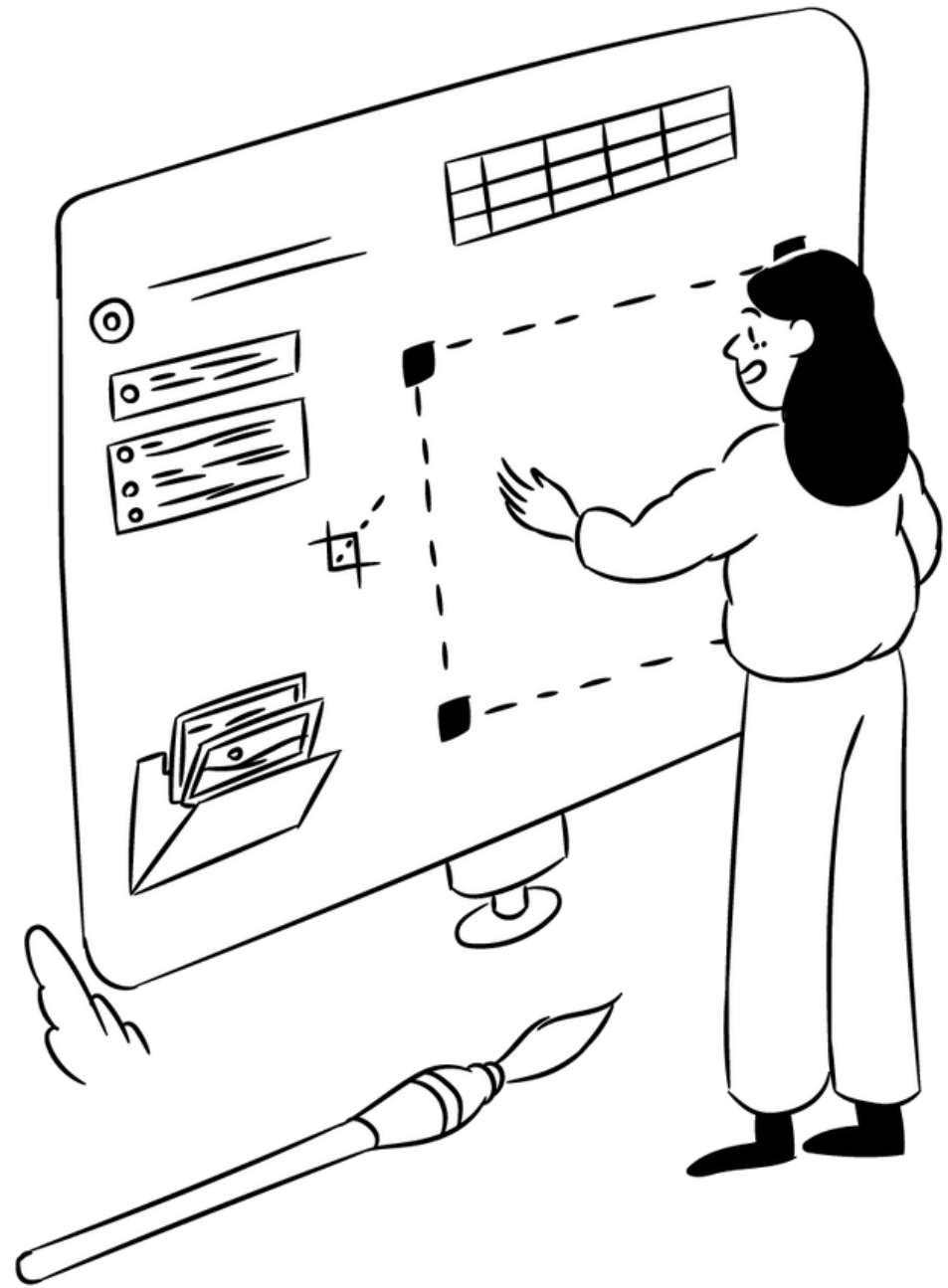
Please select a topic below related to your inquiry. If you don't find what you need, fill out our contact form.

### Schedule a Call

We're happy to discuss your requirements and get you a proposal. Pick a day and time that works for you, and we'll send a Zoom invite.

### Become a Partner

Join our Partner Program and earn revenue.



# Visual Elements for Website



All these handdrawn animations (svg) and images (png) plus dozens are uploaded to my Dropbox. use animations (json or svg) mostly

<https://www.dropbox.com/sh/pu8kk0lxd7yb5if/AAD8ESnQ6bdVysT1SxFs71u-a?dl=0>

All these images (png) are still being sourced. We will provide these client images soon. Use place older images for now



