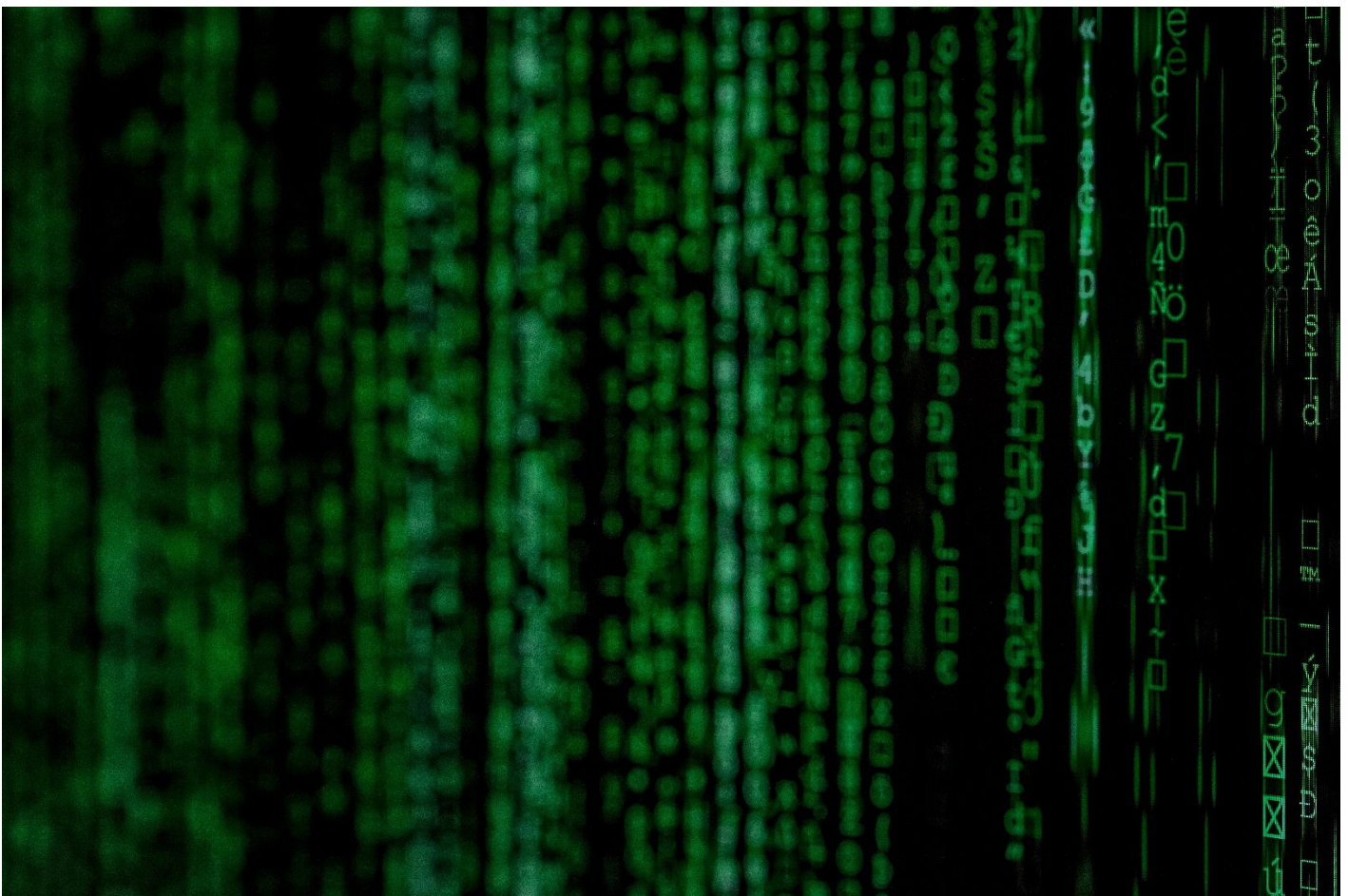


A Wrightwell copywriting case study

Telling success stories through case studies



The client's project

This tech company has a small number high-profile customers, and the stories they tell about them often reach local and national media in the UK. Working alongside the PR team, I was asked to create case studies to be published on the website.

The challenge

Clients have often had to work hard to persuade their customers to take part in case studies. It's important that I play my role as copywriter with both efficiency to minimise the time the customer has to spend on the project and sensitivity to ensure that the case study is finally approved for publication. I always find that showing real interest in the story makes the difference between the humdrum and a good read.

In this case I was also acutely aware that the customer was often in conversation with my client's PR team and with the media, so I needed to make them feel that while we might be talking yet again about the same subject, my goals were slightly different and needed a slightly different discussion.

My approach

This was a project that I would only return to on an occasional basis, but it still had to be professional and consistent. To do that, I:

- Created a template email that I could send to each case study interviewee outlining the scope of the case study and the areas I would like to discuss
- Set up conversations with internal knowledge owners to get as much of an understanding as possible of the story before talking to the customer
- Carried out the same process with the customer
- Set up an approval process that included the marketing team, the internal knowledge owners and the customer, in an order that helped to ensure the minimum number of rounds of review and revision

Knowing that it could be months between case study projects, I also plugged myself into my client's very active LinkedIn account, so I could keep up to date with their news and topics of interest.

Photo by [Markus Spiske](#) on [Unsplash](#)

I'm Kathy Lawrence and I'm a hugely experienced copywriter working directly with clients and agencies across a wide range of B2B and B2C industries. Do get in touch to find out how I can help your business with its marketing words at kathy@wrightwell.com.
