

A Wrightwell copywriting case study

Customer references to start conversations



The client's project

A global technology company wanted to share customer successes around its marketing and sales teams to help kickstart conversations with new prospects.

The challenge

When you're working in a competitive market, you can't always get the right permission from customers to create case studies about their projects, however successful those projects may have been.

Internal customer references offer the chance to share the stories with sales team who can then use them with discretion in discussions with potential customers.

Internal customer references need to be

- Quick to read and understand for a sales team audience that's always short on time
- Clear about the challenges, solutions and the benefits achieved
- Consistently full of indicators of the size, market and needs of the client - all without identifying them

My approach

My aim was to write clear, concise references while demanding as little time as possible from my client's team:

- Set up telephone conversations with the account leaders for each of the customers
- Ensure interviewees know in advance why I want to talk to them and the areas I want to cover
- Create a model reference format so that sales teams could quickly discover if each reference was relevant to their potential customer
- Give all copy a professional tone of voice, suitable for an internal audience where many readers worked with English as a second language
- Work with account leaders to check they are happy with the reference before adding it to the group list

Having created these references I was later able to revisit them and select the best to turn into anonymised case studies that were published on the company's new website.

Photo by [Kirill Sh](#) 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.
