

A Wrightwell copywriting case study

Refreshing a customer case study programme

	Edit current case study to fit agreed tone and structure with no additional information	Edit case study with more information from client	Edit current case study with more information from customer	Create new case study up to 2 A4 pages in template	Edit case study to create reference for bids	Create new reference story for bids without case study
Briefing from marketing	X	X	X	X	X	X
Briefing from sales/account manager		X		X		X
Interview with customer			X	X		
Create draft	X	X		X		X
Implement client feedback	X	X		X		
Create draft 2				X		
Implement customer feedback	?	?		X		
Create final draft	X	X		X	X	X

The client's project

A UK-based consultancy firm wanted to create a case study portfolio that reflected the strength of its experience across a range of markets. It had already hired a design company to refresh its corporate look and feel, but it needed a writer with proven experience to bring coherence and consistency to its case studies. The design agency brought me on board as a trusted partner.

The challenge

The business already had a few case studies on its website, but they'd been written at various times, by various people, and they were, as a result, slightly short on consistency. They were also in some cases out of date.

In addition, there were newer stories to be told, so that the business could demonstrate its expertise across a wider range of customers.

My approach

I was asked by the design agency to take a look at the case study programme, review current stories, and create some more. To that end, I:

- Created a template for all case studies, outlining the flow that stories should follow, and including a quote
- Agreed the template with the design team, so that they could build a branded template of their own, into which each case study could be dropped
- Built a spreadsheet to be shared with stakeholders that clarified how much work each old and new case study needed, and whether the account manager and/or customer needed to be interviewed
- Set up and carried out interviews and wrote draft articles
- Worked with the client team and their customers to achieve approval for the case studies
- Left my client in good shape for continuing to manage the case study programme internally

Not all of the client's customers wanted to take part in the public case study programme, but we extended the project to create internal references about those customers to inform the sales teams.

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.
