

Case Studies

Analyses of work your company completed for a customer that highlight the processes and successes of your relationship



What You Get

- 1- to 2-page designed case studies
- Stock photo licenses and/or illustrations
- Final delivery of a designed PDF plus original InDesign files



What This Content Brings To Your Strategy

- Helps potential clients visualize what your product or service could do to help solve their problems
- Takes a storytelling approach to showcase the benefits of working with your company rather than relying on a sales pitch
- Enables your sales team with real-world success stories that your potential clients can relate to



Estimated Time Commitment

- **Design guidance:** 20-minute questionnaire
- **Knowledge sharing:** 30-90 minutes per case study
- **Reviewing and approving content:** 30 minutes per round of edits



“ We worked with Influence & Co. to **create unique, high-quality content** that inspired our customers to see new ways of working with us.”

— Cory Treffiletti
CMO at Voicera