

Our 5 Top Tips for your...Case Study Video

- ▶ When asking clients to give case studies on video for you, an interview approach works best, with client looking 'off camera' as it puts them at more ease than having to try and present directly to a viewer.
- ▶ Focus on getting specifics, not general platitudes. How did you help this client with their particular problem? Case studies should be chosen to illustrate how each of your target clients avatars will benefit. Generic praise should be reserved for a collective video of testimonials.
- ▶ Relate case studies to parts of your website where specific products or solutions are described. That way you are likely to increase web page dwell time, and hence increase Google search ranking.
- ▶ Make sure the client has seen your list of questions in advance. Ensure the questions follow a logical order and do not overlap too much or the client will feel they are being asked to repeat themselves.
- ▶ You can create multiple videos from a single case study or client interview, perhaps dividing the session into key points e.g. Solution, results, customer service. After a number of case studies have been shot you could also cross splice different interviews e.g. Create a video in which many clients talk about your handover training.

CLIENT TESTIMONIAL

Chris is professional, creative, courteous and a pleasure to work with. He is unflappable and his films are excellent. What's particularly helpful is that he turns the films round very quickly. I would not hesitate to recommend Chris and his business services at London Corporate Media.

Tina Fotherby, Founder, Famous Publicity



PROJECT SUCCESS STORY

Technology projects and solution implementations are hard to show visually, and given often high costs, highlighting ROI and customer satisfaction are ideal routes to win new business. Many of our case studies have involved using a series of targeted questions, and Corona CS really 'squeezed the pips' by subdividing the answers into customer advocacy and illustration in key areas, creating 5 videos from a single half-hour interview. This means potential clients can get quick 'Does this work' answers in their area of concern. It also offers Corona more SEO opportunities as 5 YouTube videos are better than 1 - especially when they let us optimise their Channel!

