

Nothing is more credible than having a case study of how you solved a customer challenge - in the voice of your customer!

You should create a video case study if you want to:

- Add credibility to your company and its products or services
- Convey how your company solved a customer challenge successfully
- Influence a purchasing decision
- Showcase your skills and the quality of your people
- Increase publicity and web exposure
- Support your branding effort
- Demonstrate the ROI of doing business with your company



Although case studies can require extensive collaboration and preparation, it's well worthwhile. Saratoga can help you present your company at work and meeting its challenges successfully.

Tips for Creating a Great Case Study Video

To keep your audience engaged in what your customers are saying about how you solved their business problem, follow these guidelines:

Get Approvals - Obtain consent and clearance from the appropriate authorities before the shoot

Ideal Setting - Shoot in a well-lit environment at the customer site (if possible) or shoot against green screen and utilize different application backgrounds

Show Action - Show how your products are used in the customer environment and/or industry

Use Graphics - Graphics, photos and animations help keep the audience interested

Lower Third - Use a graphic and text to identify the speaker

Maximize your Effort

Video case studies can be used together or individually in a multitude of communications efforts. Here are some other ways to repurpose your investment:

- Use in your sales presentations
- Add testimonial clips to your web site
- Post your video on YouTube with a mechanism to drive traffic back to your web site to capture leads
- Include the video in a targeted email campaign
- Use in your social networking communications

By creating a video case study for the online environment, you'll have a wider audience, a long shelf-life, and with search engine optimization, a means of capturing and holding a web searcher's interest.