



projectline

Get in touch.

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Let your successes speak for you.

CUSTOMER EVIDENCE PRODUCTION

Projectline understands the critical role that case studies, testimonials, and other customer evidence play in your sales and marketing success. Whether you need a hand with one success story or an entire portfolio of published customer evidence, we offer unparalleled expertise in customer evidence program development and execution.

Customer evidence program strategy.

Let us help you make best use of your investment in customer evidence. From finding the right customer stories to final story promotion and dissemination, our expert consulting, process design, and execution planning services will help you produce globally integrated and well-planned customer evidence that is in step with your corporate standards. By applying a long-term management and execution strategy to your customer evidence, we can work with you to ensure that the evidence produced meets the needs of your core audiences: sales, marketing, and PR.

Taking good care of your customers.

We're aware of how important your customers are to you and the success of your business, so we take careful steps to build on the relationships you've already established. Our case study managers, writers, and editors provide the talent and flexibility needed to produce stellar evidence.

Looking beyond the standard case study.

Strong customer evidence is crucial in driving revenue, improving time-to-sale, and winning mindshare with your potential customer base, so let us help you maximize the use and impact of customer evidence. After securing customers for case studies, we can work closely with internal and external PR/marketing teams, customers, and partners to promote the published evidence through advertising campaigns, events, analyst calls, articles, customer-to-customer contact, and other sales and marketing projects.

What we can do:

- Case studies
- Success stories
- Audiocasts
- Webcasts
- Customer reference videos
- White papers
- Business impact articles
- Business value studies
- Customer testimonials
- Proof slides
- Customer evidence program management
- Customer-to-customer calls

“ I strongly recommend that anyone who's interested in a customer reference marketing program talk to Projectline. Their team created our Partner Evidence Program, and they continue to drive the majority of our case studies. All of the work that we've done with Projectline has been an absolute success.

– Channel Strategy Manager, Microsoft Corporation