



Case Study Development

Showcase Your Achievements the Right Way.



Case Study Summary

Successful Case Study development relies on permission, accurate information, agreed scope and open communications. Once we have these factors ticked, it's merely a case of deciding the style of Case Study that most appropriately represents your company and the completed project.

Key Factors

- Permission must be obtained from the relevant persons, from all parties involved and who are to be named. If permission is not granted, the Case Study will have to refer to additional parties in a private capacity. Eg, "The benefits of working with **Company X...**"
- All information must be accurate at the time of communications. This can be done through a group meeting, telephone or email.
- The scope of the Case Study must be agreed and understood by all parties. This includes; writing style, word count (if applicable), branding, technical aspects, points covered.
- It's important that all parties are willing to discuss their aspects of the Case Study or at the very least, that a contact is available should any technical questions arise (industry dependent).



Case Study Activities

Phase 1: Initial Consultation

In a series of meetings and/or alternative communications, we will get to learn about the completed project and applicable details. In addition to this, we will establish the reasons behind pursuing a Case Study development and discuss the desired outcome / individual benefits.

Phase 2: Solution Design and Style

In addition to establishing the creative, visual design that you require (including layout, type such as printed/pdf/video and additional branding elements), we will also work to establish the writing style that appropriately represents your brand and/or the completed project.

Phase 3: Creation

This is where we press the start button and get things rolling. Depending on the size and type of the Case Study, lead time is between 48 hours and 2 weeks from the time we have received all the correct information.

Phase 4: Amendments and Support

Once we have completed a first draft, you are entitled to request amendments. Depending on your pricing option, additional amendments may be chargeable - all requested amendments are completed **free of charge** to **first drafts**.

Accountabilities

Gentry Global Services will provide:

- Written material that is completed to a professional standard.
- All non-project specific images, footage and/or audio files, that are fully licensed and in line with the agreed scope, cost and deliverables of the Case Study.

The responsibilities of the customer (you) include:

- Ensuring all agreements and Ts&Cs are signed off before work is commenced.
- Providing access to accurate and complete information.
- Providing a technical contact, should one be required for your chosen type of Case Study.
- Ensuring permission has been sought and agreed from relevant parties.



About Us

Gentry Global Services: Media Hub provide marketing support and services in the following main areas; Strategy, Brand Marketing & Management, Social Media Marketing & Management and Copywriting.

Case Study creation is a key aspect of our copywriting services, with many customers struggling for the time and depending on the type of Case Study, the software or technical abilities. We conserve our customers resources whilst providing them with a professional document that allows them to showcase their success.

Certification

Our lead Marketers are Affiliate or Associate members of the Chartered Institute of Marketing, ensuring they receive up-to-date market information as well as the very best event and training opportunities. Additional training is sought outside of the CIM to ensure we are able to support our customers growing needs.

"I cannot recommend Gentry Global Services more highly. They took the time to understand what I and my business needed, the work was delivered promptly and I was very pleased with the result and the exceptional customer service that I received ."

Dom, Director Orange Kite First Aid & Training.

Additional Copywriting Services

Upon request, we also provide additional copy for the following areas:

- Blogs / Articles
- Speeches
- Website Population
- Social Media Posts / Campaigns
- Questionnaires
- Email Templates

Find out more about us and keep up-to-date with the latest news, by following us on Social Media!



#GetSocial!

Cost Summary

All costing options are a guide. Individual pricing will depend on the type of Case Study and the type of costing option you decide.

Single A4 page Case Study with basic cover sheet design. £135.00

Assuming all information is correct, this is based on dedicated writing time plus additional cover sheet design time. Printing / binding is not including in the price, but Case Study is available as Pdf.

In-depth A4 pages Case Study with basic cover sheet design. £25.00 P/H

This is charged at £25 per hour. The number of pages is unknown and will vary depending on the amount of information available, design style and any additional research time. Budgets can be discussed / worked to. Printing / binding is not included in the price, but Case Study is available as Pdf.

Interview £25.00 P/H

An Interview is a great way to break up a body of text and keep the reader interested. It also allows scope to show the personality and culture of your company more, if appropriate. An interview need not take place, a brief meeting can help to get to know the characteristics of anyone who will take part. Questions can then be emailed to participants and the joining dialogue will be assumed.

Infographic Video. £TBC

A short text-based video can be a great way to break up website information. Voice over options are available and project footage can be used if permissions granted. Audio license priced separate.

Next Steps

Please get in touch using either of the below options, or by using the contact form on our website to request a call back.

Email: enquiries@gentryglobalservices.com

Telephone: 01904 373 063

We can't wait to work with you!



Gentry Global Services

Effective Marketing for the Digital World