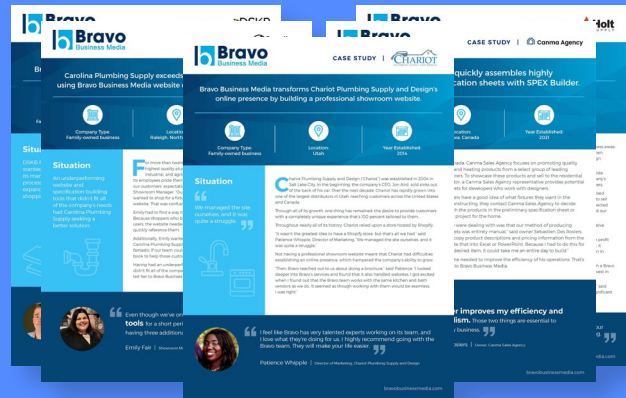


Bravo Business Media enjoys an easy, efficient Case Study creation process thanks to SuccessKit



Situation

Bravo Business Media is passionate about its clients, which include independent distributors, showrooms, manufacturers, and sales agencies.

“Everyone in the organization has a passion to serving our customers,” said Ace Rosenstein, who founded the web marketing and online sales company in 2010. “Supporting the independent wholesale distributors remains core to our mission, and it’s really evidenced through the services and the products that we provide.”

The company sought additional evidence of the quality of its offerings in the form of Case Studies. However, it was difficult to complete them in-house because employees were too invested in the subject matter.

“Having someone who didn’t have the emotional and technical baggage that we brought to producing a Case Study makes it a much more efficient process,” said Ace. “I also believe that our customers are more apt to speak openly with a third party versus giving us feedback directly.”

Bravo Business Media needed an outside company to handle the Case Study creation process, and that company was SuccessKit.



“ I recommend SuccessKit due to the efficiency and the extreme price to value.”

Ace Rosenstein, President of Bravo Business Media

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Solution

Bravo Business Media discovered that with SuccessKit managing and creating its Case Studies, the process went smoothly and involved very minimal involvement and oversight.

“SuccessKit makes it easy,” said Ace. “We provide a simple introduction to our clients, and SuccessKit is able to turn around a completed Case Study in a well-structured manner that allows us to quickly and efficiently distribute pieces of information to our customers.”

“**SuccessKit makes it easy.**”

Bravo Business Media was so pleased with the quality of the Case Studies that it contracted SuccessKit to create Video Testimonials as well. Since then, the company has used both the Case Studies and Video Testimonials on its website and incorporated them in its sales presentations and email campaigns. Ace believes that they add authenticity that’s missing from other types of sales and marketing assets and means.

“They provide a voice for the customer that sometimes doesn’t translate the way the customer would want via a salesperson or other marketing materials,” said Ace. “I recommend SuccessKit due to the efficiency and the extreme price to value.”

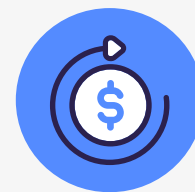
Results and Benefits



Authentic social proof



Easy, efficient process



High return on investment