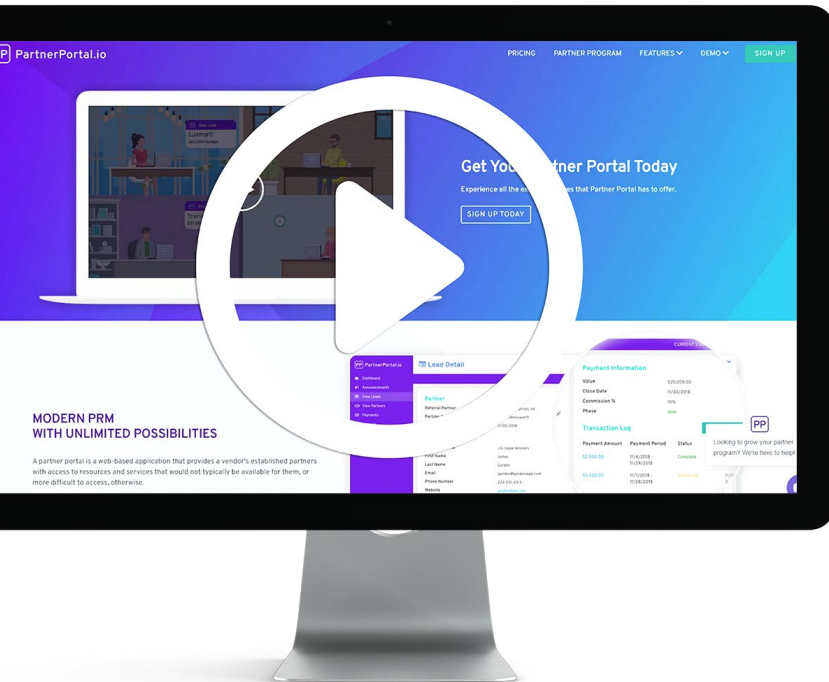
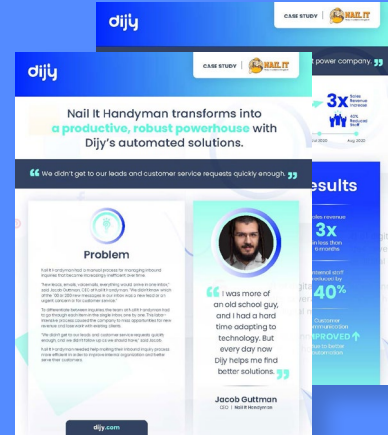


# Dijy uses Case Studies as social proof to close deals faster



## Situation

Dijy helps its clients digitize and automate their daily business functions concerning sales, marketing, and customer service. It also recognizes the value of social proof being able to show prospects how it can help them scale and automate everyday tasks.

“Case Studies are just the easiest way of building the trust,” said Ari Haas, the founder of Dijy. “It shows prospects that we have done exactly what they need us to do and we’ve done it successfully.”

The digital agency sought a third-party specialist to handle creating the social proof it needed, “because we’re busy all day creating those success stories,” said Ari. “We just needed someone else to capture them.”



“ **The SuccessKit team knows what they’re doing and they do it quickly. It’s easy to work with them, the end result is a beautiful product, and all parties involved feel super comfortable.**”

Ari Haas, Founder of Dijy

# How Dijy uses Case Studies as social proof to close deals faster

## Solution

Ari said Dijy selected the SuccessKit team to handle all its social proof because “they had a nice variety of testimonials of their own and we just loved everything about them. We felt very comfortable with every aspect of working with them.”

Dijy enjoyed the ease and simplicity of SuccessKit’s onboarding and creation processes.

“All we did was hop on a call and give a brief breakdown of the story and an intro to the client,” said Ari. “The SuccessKit team handled everything else from A to Z, from coming up with the right questions to understanding how to best showcase the story and get approval. It’s all taken care of. It’s an all-inclusive service.”

The high quality of the Case Studies also impressed Ari, who noted, “We didn’t even have to make any revisions—the first take was good to go.”

Dijy has found success incorporating the Case Studies in its sales cycle.

“Case Studies aren’t just brag-worthy pieces of marketing content—they’re actual sales tools that help you close deals faster,” said Ari. “We have the answers right away when a prospect asks us, ‘Did you do this already? Did you work with this industry?’ We can back it up using our previous customers’ own words. Once we share a Case Study with a prospect, it’s a done deal.”

Dijy was so pleased with the outcome of the Case Studies that it hired SuccessKit to create several Video Testimonials as well.

“We love SuccessKit’s work,” Ari said.

## Results and Benefits



Higher close rate



Polished, high-quality  
end product



Easy, effortless process