Feathr turns opportunities into sales using a library of powerful digital and print Case Studies

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<text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text>	associated professionals from neerly 1000 Officiago-anal organizations. The experiation strates to be the definitive resource for learning popurations start advance the professional profetche of Association nanagement. To help sprice the mission, Association Shraw wanted	avaint with an other thing FBpH that included a total of five ad comparise along with Feathr's invites box.	SHOWCASE Reuniting In
<text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text>	to driving its maneting cargoligns, controls to grow its membership, and increase the number of attendees at its annual Holday Browcaso event.	basically did everything. Write a severy person hearr, so having Feach' handle the marketing	
<ul> <li>Standard Standard Standard</li></ul>	some of our programs, especially the 2001 Holiday Showcase," said Mexica Linders, manager of merketing and communications at Association Forum. "This is a great event where we	After an in-depth-discoursy call that uncertained the target audience and issentities the beet ways to react that audience, the Fasth's Garrices scan formulated a company for Lindes to	
The Date of the	opportunities that help participants supercharge their plans for the new year."	"They gut together all of the creative materials and leuxched the campaigns," said Linders.	Doogle Ads comparign or boosted a handful of social modia poots, instead, they launched
endban and educino August support on marker educin targed to appear to a marker and a data control appear to a marker and a marker appear to a marker appear to a marker and a marker appear to a marker appear to a marker and a marker appear to a marker appear to a marker and a marker appear to a marker appear to a marker appear to a marker and a marker appear to a marker appe	to be the most successful to data.	and make adjustments as necessary. They even gove us suggestions about how we should subcase our ad spend to get the best results. Their support was extremely comprehensive	According to this Ford, a digital campaign strategic at Feathr, their "campaigns and for all ever a month and saw great success largely due to the competing messaging of their ads their swenge click-through risk held statedy at 3.5 % — double the everage benchmark fi
Alter solution de la desensation de la desensa Esta desensation de la desensation de			
	efforts to grow their organizations. It was important for us to attract as many new participants as we could."		working with them," said Unders. "Next time, we want to focus on Kicking off a campaign membership acquisition with the hopes of expanding our rouch and bringing new member
2021HAUS Showing marketing company, the say part move for a share to a short of the	Mones Linders, Manager of Manazing and Commanitations, Association Rowin	in and in the second se	We save both correlated and satisfied with the sendor of the
	the state of the		2021 Holiday Showcase marketing campaigns. It was a positive
	and the state of the state		Monice Enders, Manager of Mahaling and Communications, Reposition Forum
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## Situation

Feathr provides digital marketing tools and services to a variety of nonprofit and member-based organizations, and it recognizes how crucial Case Studies are for its continued growth and success.

"Case Studies are our most important and most requested piece of sales and marketing collateral," said Julie Matheny, Associate Director of Digital Marketing at Feathr. "They work at all stages of the funnel. They give our prospects a good understanding of what our tools can do, and they inspire our customers and show them results that they can achieve with our products."

Even though Case Studies were high-value assets for Feathr, getting them done in-house proved difficult.

"Internally, we were only able to produce maybe one Case Study a month, and even that was a challenge," said Julie.

Feathr needed a third-party specialist who had the time, resources, and expertise required to manage the process and get the company's Case Studies completed. That third-party specialist was SuccessKit.



I highly recommend the SuccessKit team to anyone who's looking to produce Case Studies. They've been incredibly wonderful and very responsive. They have a good engine going."

Julie Matheny, Associate Director of Digital Marketing at Feathr

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## Solution

Having SuccessKit handle the entirety of the Case Study creation process—including scheduling and conducting interviews, acquiring permissions, and writing and design—has proved to be a huge help to Feathr.

"SuccessKit has really increased our capacity to produce Case Studies," said Julie.

Feathr had special requirements for its Case Studies, which SuccessKit was happy to accommodate.

"One of the things I loved most about working with SuccessKit is that they were really flexible and really responsive to our feedback," said Julie. "We use AP style, and we had a set style, look, voice, and tone that we wanted. The SuccessKit team listened to all of those guidelines and went out of their way to accommodate what we were going after."

Julie was also impressed with the high-quality Case Studies that SuccessKit produced.

"The SuccessKit team turned our Case Studies into PDFs and also into print versions, so that took a lot off my team," she said. "The designs always came out wonderfully, and there was even a moment in time where I got a draft of a Case Study back and I had no edits. That was a miracle moment that never happened in history. I was impressed by that."

Now, Feathr has a library of Case Studies for its sales and marketing teams to use.

"Case Studies are our number-one deal closers," said Julie. "After our salespeople have demos with prospects, they send a Case Study, and the Case Study is that proof that pushes that opportunity over the line and turns into sales."

## **Results and Benefits**

