

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



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



Complete project management



Library of high-quality Case Studies



Flexible and responsive to feedback