



ETUDE DE CAS :
Programme Partner2Dealer
Groupe Doosan

SOMMAIRE

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*If applicable

Partner2 Dealer

- Développement des compétences de la force de vente
- 44 cadres commerciaux formés en Europe, Afrique et Moyen Orient
- 5 sujets prioritaires : Compétences Business, Marketing, Développement des
- Concessionnaires, Après-ventes, Gestion de la relation client
- 20 séminaires organisés

EXECUTIVE SUMMARY (~50 words)

→ Provide a mini headline once you have your reader's initial attention. Write 2-4 sentences summarizing the whole story, making sure to include the most relevant points of the case study. Example:

WeDo Technologies had always focused on email marketing to nurture and generate leads, but they lacked the tools to measure their efforts and engage with their contacts. They also needed to improve their online efforts through a better search strategy and by creating a conversion path for visitors to their website. They decided to search for a new marketing software solution to help them achieve their goal of becoming a leader in the industry.

Then showcase 2-3 bullet points with metrics that prove your client's success. Examples:

ABOUT THE CLIENT

Pull a short description of your client from LinkedIn or their company website. Make sure to hyperlink the company name to their website.

Make sure to answer:

- Who is the client?
- How did this client's problems reflect a larger industry or market issue?
- Are there new competitors, or did consumer behavior change?



About **WeDo Technologies**

WeDo Technologies is the market leader in Enterprise Business Assurance, providing software and expert consultancy. They specialise in servicing the telecoms, retail, energy and finance industries. Known as the thought leaders in this field, they have built a strong worldwide community with over 180 customers. WeDo Technologies is based in Portugal with 12 offices across the globe.



Example:

Marketing Challenges (~100 words)

Write 2-3 short paragraphs describing what your client was doing before your agency and what challenges this presented and/or what goals were trying to be achieved.

Be sure to address:

1. What pain points were present when your customer contacted you?
2. What was the first meeting like?
3. What negative consequences did the client want to avoid?

Example:

Before [WeDo Technologies](#) made the choice to utilise HubSpot's marketing software in 2012, they knew their marketing had to change.

[Sandra Almeida](#), Inbound Marketing Manager for WeDo Technologies, and her team had always focused on email marketing to nurture and generate leads. They wanted to leverage email marketing to engage with contacts, help educate their target market and establish WeDo Technologies as the thought-leaders in their field. But they lacked the tools to measure the success of their email marketing activities and show the impact that they had on the business.

How Your Agency Helped (~100-150 words)

Write 2-3 short paragraphs describing how your agency worked with your client to find a solution to its challenges and implement a winning strategy.

If HubSpot was part of the solution, describe how your customer created and implemented an inbound marketing strategy, specific tools they used and how they saw value in the integration of these tools working together. Make sure to include any hyperlinks where tools are referenced.

Be sure to answer:

1. What insights did you uncover about the brand and its market?
2. How did you use this to develop a strategic plan for reaching the brand's goals?
3. What was the solution and how was it implemented?
4. How did you communicate with the client?
5. What type of relationship did you build?
6. What goals were achieved through this relationship? What results did you see?

QUOTES

Pick one or two quotes that you would feature at the bottom of one of your case study's sections. Include a head shot of your customer alongside the quote.

Feel free to insert additional quotes into the body of your case study if you feel you have enough and they are compelling. Example:

"HubSpot has the essential tools to implement an integrated inbound marketing strategy. And it is always updating, improving and creating new features."



Sandra Almeida
Inbound Marketing Manager
WeDo Technologies

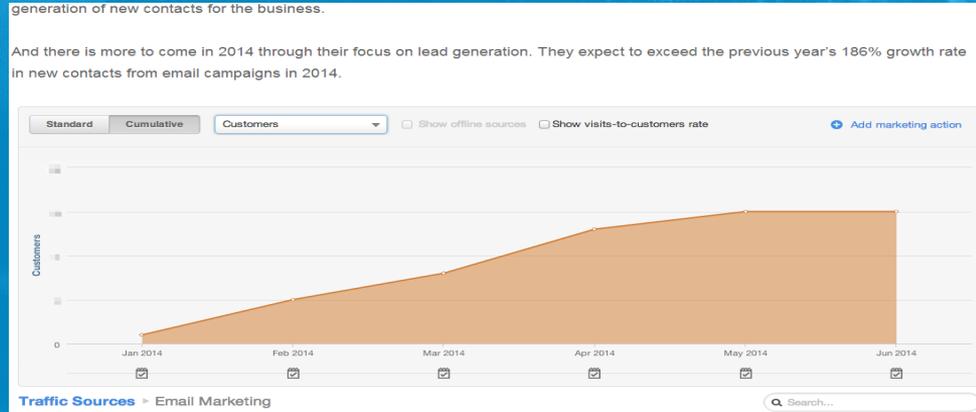
Ask your customer these questions to get a few authenticating quotes:

1. What was the main problem you struggled with?
2. What was the determining factor for choosing our agency?
3. What did you like about working with our team?
4. What was the main benefit you saw from working with our team?

Visuals

If you could have one image to support the story, what would it be?

It can be something on your client's website, or something you'd have to ask the client to send. For example, it could be your client's ebook landing page report that shows increased lead generation, or the performance of a stellar CTA. Make sure to hyperlink the image back to the original source. Example:



Results

Write a 2-3 paragraph conclusion to prove that your agency impacted the client's business and helped them to achieve their goals.

Feel free to repeat the metrics from the bullet points in your introductory section as part of the text, particularly if they've been able to quantify or speak to the ROI of their investment.

End your story on your client's aspirations for future growth with your agency and HubSpot, if appropriate. Example:

Their Results, Return on Investment, & Future Plans

All the testing and fine-tuning of their email campaigns has really paid off. WeDo Technologies sees an average **click-through rate of over 20%** for their email campaigns. As their understanding of their target market grew and their email content became more targeted, they also saw an **increase of 54% of traffic** to their site.

They've increased **conversion to customer rate from email by 6.3X** in the first half of 2014. Implementing an inbound focus to their SEO strategy has led to a **62% increase in new contacts** generated through this source in 2013 and an overall increase of 93% in the generation of new contacts for the business.

And there is more to come in 2014 through their focus on lead generation. They expect to exceed the previous year's 186% growth rate in new contacts from email campaigns in 2014.

Call-to-Action

One of the most important parts to a case study is the call-to-action.

Now is the time to invite your reader to fill out a form and/or download an offer.

Use your CTA to lead your prospect to a landing page or a contact form. Get more information on who is reading your case study, and who is interested in your agency.

Are YOU evaluating marketing software? [If so, click here.](#)

Thanks!