

How we turned a case study around in 24 hours for Explori

WAVES CONNECTS CASE STUDY

CREATING CONTENT SO YOU DON'T HAVE TO

If you're like most marketing professionals, writing copy is not your forte. And even if it is, you still have better things to do with your time than banging out new copy all day long.

That's where Waves Connects comes in - with our content creation skills, we can help you write high-converting copy quickly and easily, without sacrificing quality or readability.

And that's just what we did recently for the events industry research business, Explori, in which we share an overview of how we worked with them below to create a series of case studies.

THE BRIEF

It was pretty simple really, but sometimes all you need is a few words to spark ideas and set the tone. Explori's brief to us was simple but clear: "We want a case study that shows how we helped support our clients' business."

THE PROCESS

Behind the scenes, we went to work digging through Explori's existing content - their blog, website copy, and even old case studies - gathering all the facts we needed to get a clear understanding of how Explori has historically helped their clients and to understand the tone of voice they typically use.

The Explori logo features the word "explori" in a white, lowercase, sans-serif font. To the right of the text is a cluster of small, colorful dots in shades of blue, green, and yellow, arranged in a roughly circular pattern.

Working with Waves Connects, we knew that we'd be able to create high-quality and engaging copy quickly. As it turned out, our expectations were exceeded

Katie Whatley

Group Head of Marketing
Explori

If you're looking for help creating your content, get in touch hello@wavesconnects.com



COLLATING CLIENT QUOTES

A case study doesn't amount to much without quotes from the client about their experience working with Explori. We pulled out recommended testimonials from the customer to use throughout the case study, and the Explori team were grateful for the chosen words, which they could then use in their own marketing and promotion of the case study.

Not letting this case study go without our own client quote, Katie Whatley, Group Head of Marketing at Explori said of our copywriting service "Matt turned around a fantastic article that needed very few tweaks from us to be able to then share it with our clients and prospects. We're already looking forward to working with Waves Connects on more content in the future."

THE RESULT

In the end, it took just 24 hours for us to create a detailed case study that expertly showcased how Explori helped one of its clients achieve success.

A LITTLE BIT EXTRA

Not content with delivering a finished case study for the Explori team to share across their networks, we created a series of social messages and summaries that would save Katie and the team time coming up with their own messages and keep the content rolling out across social media.

We find it so much easier to create multiple touchpoints from the same content, meaning we can create a lot more high-quality content in a fraction of the time. And for you, it means that the ROI on your content creation is significantly higher.



WE CREATE CONTENT SO YOU DON'T HAVE TO

As Katie mentioned "Working with Waves Connects, we knew that we'd be able to create high-quality and engaging copy quickly. As it turned out, our expectations were exceeded - in just 24 hours, Waves Connects was able to create a detailed case study that showcased how we helped one of our clients achieve success!"

