



Case Study

WHAT IT IS

Concise visually compelling case study describing solutions and how they are deployed. Created in partnership with BullsEye Resources, a content creator specializing in high-quality summaries, case studies, and other content assets.

BENEFITS

- Opportunity for companies to explain how their solutions work and are used
- Provides ability to tell focused story to PMMI audience
- Sponsors can use case study broadly as a sales/marketing tool

PRODUCT

SPECIFICATIONS

- Pdf summary of 4-6 pages; typically 1,000 to 1,500 words
- Based on up to 60 minutes of interviews with executives and/or customers
- Is an evergreen asset, no specific date (unless preferred)
- Scope limited to ideas discussed during interview(s)
- Tone of “thought-leading industry analyst” – serious, fact-based; not salesy

CONTENT STRUCTURE/ DESIGN

Sponsor to choose from existing PMMI templates. Typical structure to include:

- Cover page with co-branding – PMMI brand + sponsor’s brand
- Case studies often follow a problem/solution structure, but structure can change based on specific case study, story and desired messaging
 - Overview
 - Situation/problem experienced
 - Solution criteria and solution selected: reasons why; key features/benefits
 - Implementation
 - Benefits
 - Lessons learned
 - Future plans
 - Quote(s)
- Additional information or About Sponsor with a call to action

PROCESS

Pre-Interview	Interview	Post-Interview
<ul style="list-style-type: none"> ▪ PMMI completes Case Study intake form with sponsors’ contact and project information ▪ BullsEye project coordinator connects with sponsor about logistics/ design ▪ BullsEye analyst connects with sponsor to discuss content, story, messaging, flow and to schedule interview(s). 	<ul style="list-style-type: none"> ▪ Interview(s) conducted, recorded 	<ul style="list-style-type: none"> ▪ BullsEye creates draft of content in Word within 7 days after last interview; sends to sponsor for review/edit/approval ▪ BullsEye makes edits within 2 days of receipt (2 rounds of edits included) ▪ After sponsor approves case study, BullsEye drops it into design template within 2 business days



Typical Questions During a Case Study Interview

FOR SPONSOR

- Target audience – who is case study intended for?
- What is target's situation/pain point?
- What is key message you want to convey?

FOR INTERVIEWEE

- Company, title/role – how long in role
- Mindset, situation, challenges, problems, needs?
- What was situation/needs that led to look for a solution? (How does the story begin?)
- What problem trying to solve? What looking for? What were criteria?
- What were the options/possibilities?
- How gather information?
- How decide on specific solution?
- What were the key features, benefits, reasons for picking specific solution? What was the most important reason? What was unique/differentiating about solution selected?
- Describe experience implementing?
- How is your organization using the solution?
- How is it performing?
- What are the benefits? (most important benefit)
- Lessons learned through this experience? Most important lesson/observation?
- Advice to others in similar situations?
- What do you know now that you wish you knew earlier in process?

QUESTIONS

If you have questions or would like more information, contact info@bullseyeresources.com