



Into 2025: Give voice to customers through case studies

A short series of informal conversations to help learning suppliers and inhouse L&D stand out in 2025.

Thursday 19 December 2024
11.00 GMT

Register now



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Speakers



Roisin Woolnough
Head of content
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Martin Couzins
CEO
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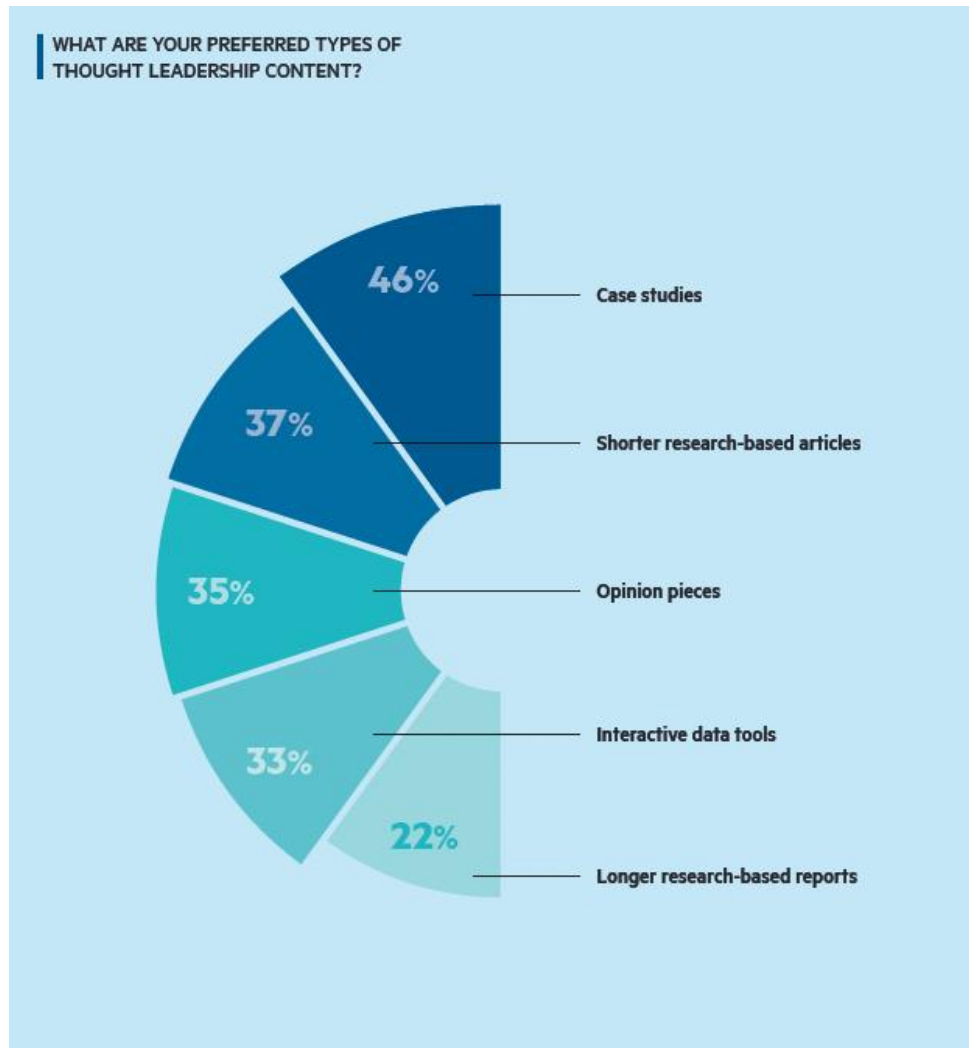


Today's agenda

- **The power of customer voice in brand building**
- **The role of case studies in engaging prospects**
- **What makes a great case study**
- **How to create a compelling case study**



Building trust and credibility in your brand

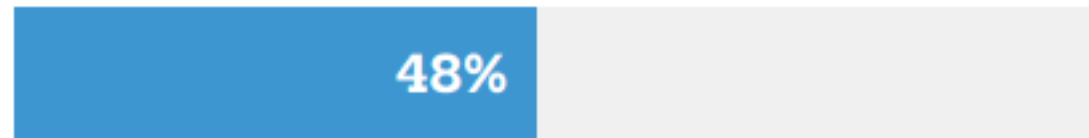


Source: Learning from leaders, FT Longitude



What buyers want from your content

Curbing the sales message



Using more data and research to support claims



Focusing less on product specifics and more on business value



Source: 2024 Content Preferences Benchmark Survey, Demand Gen



Buyers want to see case studies

As buyers progress down the funnel, they're moving beyond merely familiarizing themselves with a company and its offering, and, instead, focusing more on tactical use cases. For example, in the middle stages of the funnel, practitioners mostly rely on:

Case studies



Webinars



User reviews



Analyst reports



Source: 2024 Content Preferences Benchmark Survey, Demand Gen



- **What makes a great case study?**
- **How to create a compelling case study?**



Thankyou!

We'll be running regular coffee & chat sessions in 2025.

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COFFEE & CHAT SERIES



A regular series of informal conversations exploring how businesses can use market data and customer insights to unlock growth.

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