
**SHARE YOUR
BRAND'S STORY.**

**BOOST YOUR
SEARCH RESULTS.**

**BRING IMPACT TO
YOUR LISTING.**

Take advantage of the newest feature
to the GreenBook Directory.

GREENBOOK.

www.greenbook.org

WHY PUBLISH A CASE STUDY?

A case study is a powerful tool for telling your brand's story. Among the most persuasive forms of marketing, case studies allow you to prove the value of your product or service by demonstrating how your company has helped a client reach its goals.

The power of the case study is rooted in its reality—a real story about a real client with whom the reader can empathize. Case studies are the written equivalent of the in-person demonstration, an opportunity to illustrate your product or service in action. They allow your prospects to see themselves in your customers' shoes, encouraging them to imagine what it would be like to enjoy the benefits of buying your product or applying your service.¹

Case studies are real-world evidence that your product or service solves problems and drives results, and are the ideal vehicle to help you cut through marketing hype and stand out from the crowd.

1. From *Making Your Case* by Jonathan Kranz, www.kranzcom.com

WHY PUBLISH A CASE STUDY WITH GREENBOOK?

Maximize the effectiveness of your case study with GreenBook's expertise and network of prospects.

We are currently in the pilot phase of the exciting new GreenBook Case Studies rollout, which promises to extend your reach to more and more customers. Case studies can be added to your GreenBook Directory listing at no additional charge.

When you add case studies to your GreenBook Directory listing, you make your listing more searchable, and you give prospects searching the directory, or who find the directory through search engines, more ways to learn about you and your solutions.

Companies who publish case studies associated with their GreenBook Directory listing will substantially increase the power of their listing to generate qualified business leads.

As a further incentive to participate in the GreenBook case study program, we are offering a **free registration to the GreenBook or ITeX event of your choice** for any company that publishes at least 10 case studies.

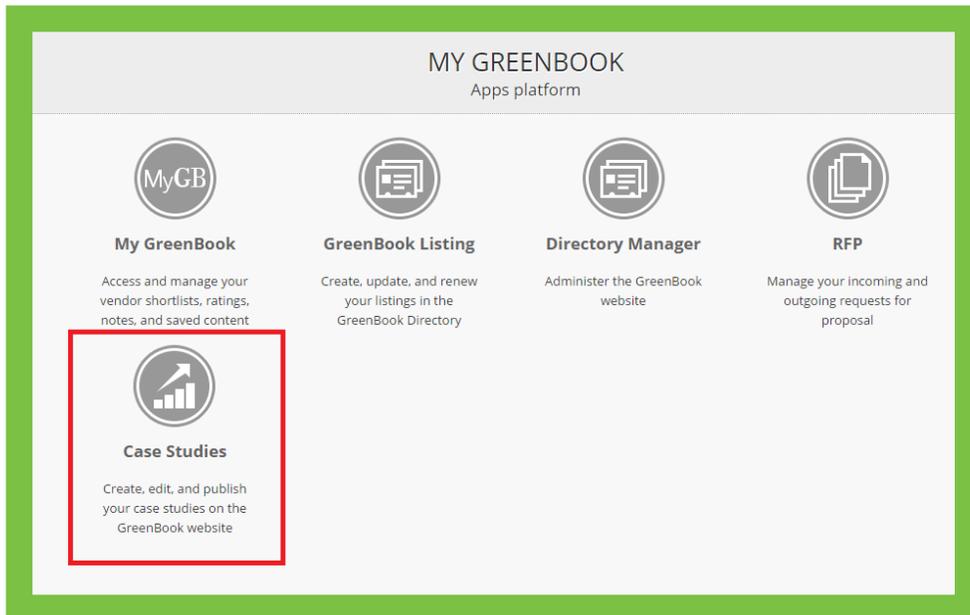
HOW WILL GREENBOOK PROMOTE CASE STUDIES?

GreenBook will promote your case studies in a number of ways, including:

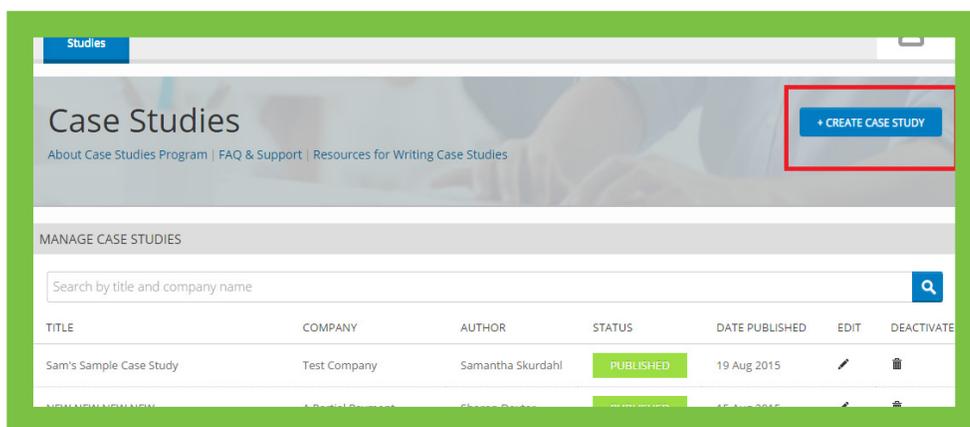
- Featuring the best case studies on the GreenBook website
- Displaying relevant case studies when searching in the GreenBook Directory
- Featuring case studies in the bi-weekly GreenBook Newsletter
- Webinars dedicated to the best case studies in the GreenBook Directory
- A quarterly eBook featuring the best case studies submitted to the GreenBook Directory
- Posts on GreenBook Blog featuring case studies
- Social media posts promoting case studies
- Using case studies as content in upcoming IIX conferences

HOW TO CREATE YOUR GREENBOOK CASE STUDY

1. Login to your GreenBook account. Select **Case Studies** from the Apps platform page.



2. Click the **Create Case Study** button at the top right of the Case Studies page.



HOW TO CREATE YOUR GREENBOOK CASE STUDY

3. Fill in the details of your case study (Title, Year work was completed, etc). Choose if you would like an author name to appear. Your company name will auto-populate.

Make sure your case study is easily found throughout the GreenBook website:
Select all Business Issues and Market Research Specialties that apply to your project.

***Main Business Issue:**
Click in box to select Business Issue

Brand / product / service launch ✕
Build brand equity ✕

***Market Research Speciality:**
Start typing in or select from the drop-down menu. Think about the purpose, methodology, and industry or audience of your project.

aud

Media Research - Audience Research
Retail Research - Store Audits
Data Collection - Field Audits
Interviewing - Audience - Ethnic Groups
Interviewing - Audience - Executives / Professionals

CANCEL SA

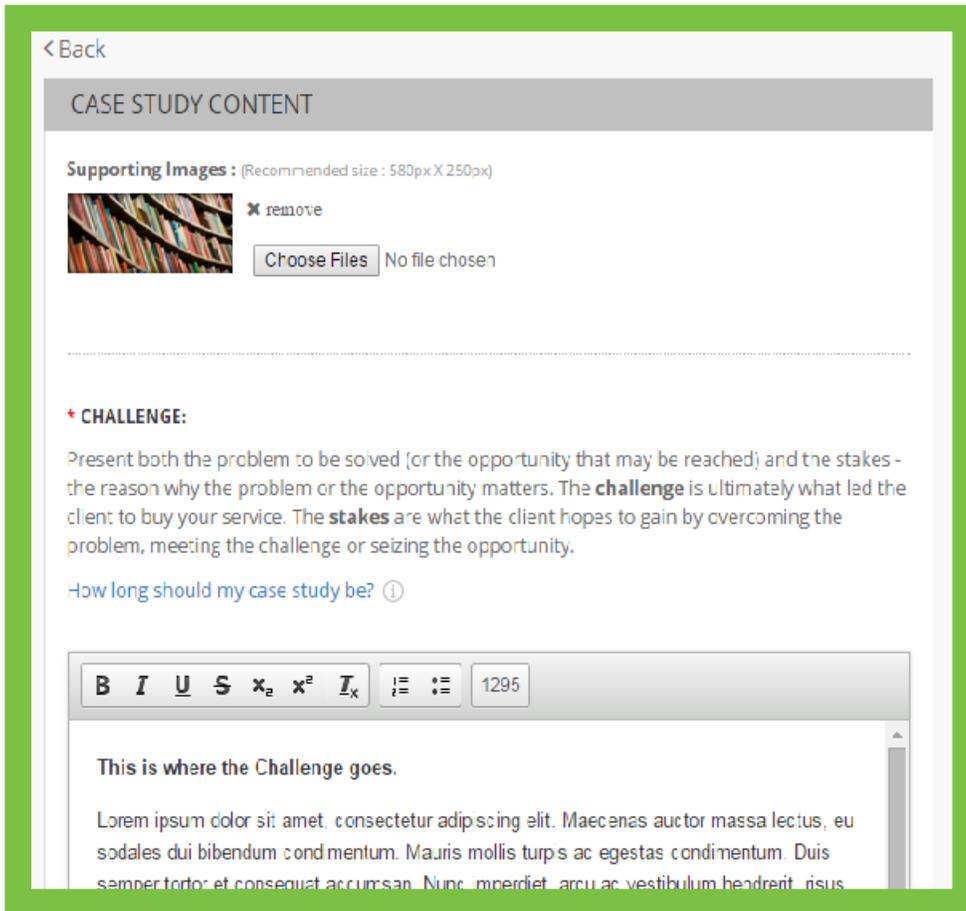
4. Select the **Main Business Issues** and **Market Research Specialties** that apply to your project. Click in the response box and begin typing. A drop-down list of options will appear. You can select multiple issues and specialties.

5. Click **Continue**.

6. Upload a supporting image if desired.

HOW TO CREATE YOUR GREENBOOK CASE STUDY

7. Enter your **Challenge, Solution, and Result** in the text boxes. You can use the toolbar at the top of the text box to format your text.



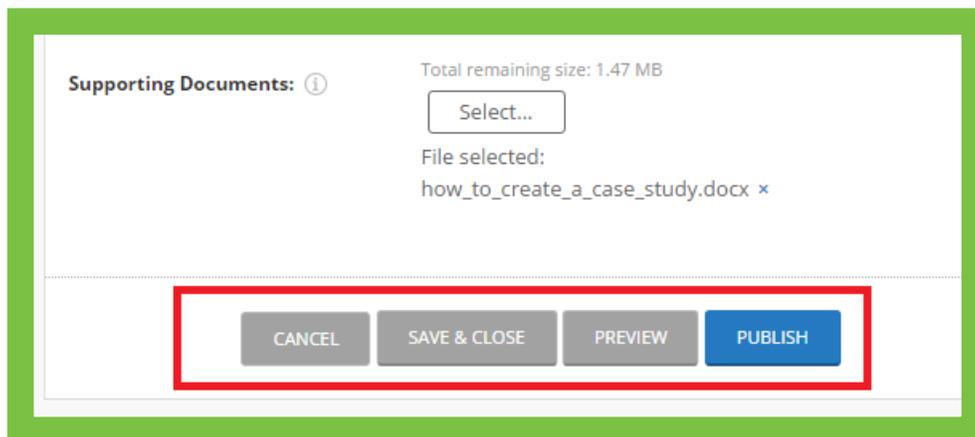
The screenshot shows a web interface for creating a case study. At the top left is a '< Back' link. Below it is a grey header bar labeled 'CASE STUDY CONTENT'. Underneath, there is a section for 'Supporting Images' with a note '(Recommended size : 580px X 250px)'. A small image of a bookshelf is shown with a 'remove' icon. Below the image is a 'Choose Files' button and the text 'No file chosen'. A horizontal dotted line separates this section from the 'CHALLENGE' section. The 'CHALLENGE' section is marked with a red plus sign and contains a paragraph of text explaining the purpose of the challenge section. Below the text is a link 'How long should my case study be?' with an information icon. At the bottom is a rich text editor toolbar with buttons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), subscript (x₂), superscript (x²), text color (T_x), bulleted list, numbered list, and a character count of 1295. The text area below the toolbar contains the text 'This is where the Challenge goes.' followed by a paragraph of Lorem Ipsum placeholder text.

8. Upload any supporting documents.

9. To save your work and return later, click the **Save & Close** button.

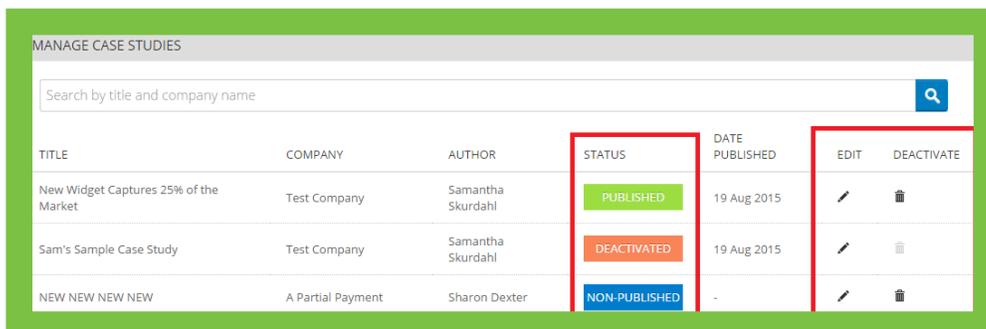
HOW TO CREATE YOUR GREENBOOK CASE STUDY

10. To preview your case study, click the **Preview** button. A pop-up window will open.



11. To publish your case study, click the **Publish** button. Your case study will be live on the GreenBook site.

12. Once you **Save & Close** or **Publish** your case study, you will be returned to the main case study page. You can view the status of your case study (Published or Non-Published) under the status column.



The screenshot shows a table titled 'MANAGE CASE STUDIES'. It has a search bar at the top with the placeholder text 'Search by title and company name'. The table has columns for 'TITLE', 'COMPANY', 'AUTHOR', 'STATUS', 'DATE PUBLISHED', 'EDIT', and 'DEACTIVATE'. There are three rows of data. The 'STATUS' column is highlighted with a red box, and the 'EDIT' and 'DEACTIVATE' columns are also highlighted with a red box.

TITLE	COMPANY	AUTHOR	STATUS	DATE PUBLISHED	EDIT	DEACTIVATE
New Widget Captures 25% of the Market	Test Company	Samantha Skurdahl	PUBLISHED	19 Aug 2015		
Sam's Sample Case Study	Test Company	Samantha Skurdahl	DEACTIVATED	19 Aug 2015		
NEW NEW NEW NEW	A Partial Payment	Sharon Dexter	NON-PUBLISHED	-		

13. To edit your case study, click the pencil icon. To deactivate your case study, click the trash can icon.

ANY QUESTIONS?

Please contact **Samantha Skurdahl**, Marketing Operations Specialist at GreenBook with any inquiries.

Phone: **646.245.6310** / Email: **samantha@greenbook.org**