**Case Study for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| Case Study Title | **Published Title Here** |
| Short summary of why you feel a case study should be pursued |  |
| Case Study Details | **Customer Experience:**  What product/service does this case study support?  What is the specific value our product/service provided for the customer?  What is the name and contact for the customer?  Is the customer willing to speak to the Marketing Team? What is the best time to contact?  **Partner/Retailer Experience:**  What product/service does this case study support?  What is the specific value our product/service provided for the partner/retailer?  What is the name and contact for the partner/retailer?  Is the partner/retailer willing to speak to the Marketing Team? What is the best time to contact? |
| Marketing Only: Is there enough information for a case study to be written? | **\_\_ Yes**  **\_\_ No, we need:** |

|  |  |
| --- | --- |
| Case Study Title | **Published Title Here** |
| Case Study Summary |  |
| Distributed to | **Marketing Distribution:**  \_\_ EZShield.com/Resources \_\_ Social Media  \_\_ LinkedIn \_\_ Twitter \_\_ Facebook \_\_ Google+  \_\_ PRWeb  \_\_ ParDot – Lead Nurturing (Managed by Sales & Marketing, Email team Executes)  \_\_ ParDot – Active Partner List (Managed by Tara, Email team executes)  **Sales & Client Services Distribution:**  \_\_ Active Partners  \_\_ Sales Contacts  Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Outline for Case Study:**

**Copy for Case Study (once outline is complete):**