

Convert prospects into customers by telling your success stories

A case study can be the difference between a prospective customer choosing your business over your competitors'. Now might be the time to put your customer success content in front of the Woodworking Network audience with a Case Study Email Alert.

Hubspot indicates buyers wait until they are 60% through the purchasing process before they talk to a salesperson, so it is essential you share your customer success stories and expose your brand reputation.

Our designed template makes it turn-key for getting your case study in the hands of more than 30,000+ woodworking professionals, your customers.

What's included:

- One case study alert email.
- Set-up of email in designed template by our staff.
- Delivery to 30,000+ professional woodworkers.
- Supplied analytics report of performance, including number delivered, number opened and clicks/click-thru rate.

It's simple. You provide the elements and we do the work.

RATE: \$4,457 each

The image shows a template for a case study alert email. At the top, it says "Woodworking Network Case Studies" with a magnifying glass and pencil icon. Below that is the date "July 10, 2020" and a "Company name" logo. The main content area features a photo of a building under construction, a headline "Examining the use of various types of timber in new construction", and a brief description: "Several companies worked together on this project in rural Alabama to utilize cypress timbers and various other kinds of lumber in order to convey the significance of a civic structure." Below the text is a "Read Full Version" button. At the bottom, there is another "Company name" logo, the website "companyname.com", and a brief company description: "Since 1973, Company Name has stayed on the cutting edge of technology in the Wood Industry. We are committed to the advancement of machinery for professional woodworkers across North America." A "Visit Company Name Website" link is also present. The footer includes the "Woodworking Network" logo, a privacy policy link, and contact information: "Copyright 2019 CCI Media, LLC. All Rights Reserved. 2240 Country Club Pkwy, SE Cedar Rapids, IA 52403".

High quality image; 300 dpi; .jpg, .gif, .png or .tif, widescreen format (16:9 aspect ratio)

Headline; 15 words or less

Brief case study description; 75 words or less; a preview of what the audience will learn

Linking URL to Case Study or complete PDF

Company logo; 300 dpi; .jpg, .gif, .png or .tif; **Company website and URL**

Brief company description; 75 words or less

• **Subject line** for delivery of the email; 5-7 words