



Email Pitch Template for Customer Case Study Candidate

Use this template to help persuade your customers and get them excited about participating in your marketing case study. It's important they know the benefits of participating, which include increased brand recognition, SEO, and publicity.

Subject line: Thank you and quick question

Hi [CLIENT NAME] :-)

Hope you're having a super week!

I wanted to take this opportunity to thank you again for your business—it has been a pleasure working with you to [SOLUTION].

Quick question:

We are creating a library of case studies to include on our website and marketing materials. We're looking for successful companies using [SOLUTION] to solve [TYPE] challenges, and your team immediately came to mind.

It will be a seamless process—our case study writer would be in touch to set up a time to ask you a few questions about your experience and results.

The case study will include information about your company, a link to your home page, and will highlight the benefits of your products and services (*which should thrill your sales and marketing teams*).

Are you open to [CLIENT NAME] being featured?

Looking forward to hearing back from you.

Kind regards,

[YOUR NAME]