

LET YOUR CUSTOMERS SPEAK FOR YOU

CaseLeap highlights Levitate's success through the voice of their happy clients

COMPANY NAME: CaseLeap

SERVICE: High Quality Case Studies and Customer Testimonial Videos

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ABOUT CASELEAP

CaseLeap specializes in providing leading organizations with professional, high-quality case studies and customer testimonial videos. CaseLeap's Success Managers get to know your business, how you work with your clients, and your objectives and all while providing a white glove production experience.

From start to finish, CaseLeap treats your end-customers with the same respect and consideration you do, and you're always up-to-date on progress. CaseLeap produces case studies and customer testimonial videos that can be leveraged on websites, social media, email outreach, and at events. CaseLeap helps their clients win more customers and take their position at the top of their industries.

CLIENT PROFILE

Levitate

Levitate produces live and animated videos that generate measurable results for business of all sizes. Their award-winning video productions clearly communicate the value of their client's services and products and are featured on broadcast TV, online and at events worldwide.

OVERVIEW

After 10+ years in business and more than 1,800 clients, Levitate didn't have a single case study. They knew they were missing an opportunity to highlight their client's success stories and gain valuable exposure. Levitate saw the power of high-quality case studies to secure more customers and grow their business and increase their profits.

Levitate was ready to create high-quality case studies, and they wanted to hire someone who was professional, reliable, and trustworthy. CaseLeap's white-glove customer service and their production process made the whole experience seamless. After Levitate began using case studies and video testimonials in their marketing and sales process, they saw:

- **67% increase in sales from 2019-2020**
- **39 New Clients in September 2020**
- **100K New Client Project**

Levitate is continuing to work with CaseLeap to develop new Case Studies as an integral part of their marketing strategy.



OBJECTIVE

Levitata produces videos for a wide range of clients from SMB's to Fortune 500 companies, and it was important to them to develop a series of case studies that feature a cross-section of the industry verticals they serve. Levitata's objective was to build a library of case studies for their sales and marketing teams to use for specific prospects as well as a portfolio of assets that could be leveraged across multiple marketing channels. Underlying all of this was Levitata's desire to respecting their end customer's time and willingness to be featured in a case study.

"Developing case studies kept getting side-lined so that we could focus on our clients. We were also hesitant to outsource. We wanted our clients to be treated with the same high-level touch we use. The whole process was professional and easy for us, and we were amazed at the final product. Our sales and marketing teams use these assets for everything from our website to social media to sales meetings with prospects."



LIZ TOWERY
Levitata CEO

STRATEGY

CaseLeap's Success Manager sat down with Levitata to identify their objectives and challenges right away. Together, they selected end-customers in all of the different industry verticals of Levitata's business, and chose success stories that could speak to each of Levitata's ideal target customers. Before beginning the interview process, CaseLeap dug in to understand exactly how Levitata works and how they partner with their customers. Levitata made the end-customer introductions, and CaseLeap took it from there while keeping Levitata in the loop each step of the way.

CaseLeap's creative team provided design options for Levitata to choose from and then integrated Levitata's branding into a series of polished and professional case studies. Levitata immediately began using these case studies across their marketing channels in addition to directly sending them to prospects in all stages of the sales process.



RESULTS

Levitata was beyond pleased with the superior quality of the case studies they received from CaseLeap. Each case study was expertly crafted to tell a story featuring the top-notch experience Levitata provides for its diverse clients and highlighting their successful projects. Levitata's sales and marketing teams use these case studies across all of their marketing channels and throughout the customer journey to show prospects what makes Levitata stand above their competitors.



**67% INCREASE IN NEW CLIENTS
FROM 2019-2020**



**39 NEW CLIENTS IN SEPTEMBER THE
HIGHEST NUMBER OF NEW CLIENTS
IN A SINGLE MONTH**



**A \$100K VIDEO SERIES DEAL
WITH A NEW CLIENT**



FUTURE

Levitata and CaseLeap are strategically zeroing in on different marketing verticals in order to continue building a case study library. Every time Levitata meets with a new prospect, their sales team can provide a success story that specifically speaks to their objectives, industry, and needs. Levitata feels confident that CaseLeap will handle each case study with exceptional project management and white-glove customer service to deliver content that drives measurable results for Levitata.

"CaseLeap came in and learned about how we do business and partner with our customers. They worked directly with our clients, interviewed them, and translated that into case studies and customer testimonial videos. This saved us weeks and weeks of time that could be spent on working with our own clients on video production."



LIZ TOWERY
Levitata CEO



Are you ready to elevate the story of your business and connect with more prospects? Contact CaseLeap to tell your most impressive success stories and win over future clients through case studies and customer testimonial videos.

GET IN TOUCH

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