

## Organisation name

The name of the organisation goes at the top of the article. E.g. King James Group or Slack or Reddit

## Client quote

“The quote should summarise the challenge faced and solution provided by [your product]”

- Name, Role

## Cover image

Every case study needs a high quality image. This should make the customer the hero and show someone at a glance what they are going to read about.

## Icons

For Names & Faces, we designed a library of icons that relate to our product:

Location: (Country / Global)

Offices: (# of offices)

Industry: (e.g. Advertising / Retail)

Employees: (# of featured people)

Directory categories: (e.g. Department, Location)

Data source: (e.g. Google Sheet, Bob, Zenefits)

Channel integration: (e.g. Whatsapp, Zoom, Slack)

Favorite feature: (Zoom integration)

For WooCommerce, we built a custom page in WordPress and would select from a picker which extensions the particular store was using and link to these in our marketplace.

[Title: Org name and key benefit]

## Challenges & results

On the right-hand side of the article, we list 1+ challenge and the related result of adopting Names & Faces. These are typically versions of our key problems solved.

[Opening paragraph]

3 x [Sub-title: Benefit]

[Closing paragraph and CTA]

## SEO & sharing settings

Remember to add alt text for all images and fill out whatever SEO settings your CMS offers. This includes a blurb, sometimes keywords (e.g. if you're using Yoast's plugin on WordPress). And also remember to add the OG-image that will pull up in Tweets and social posts. Ideally not your huge face!

