

Case Study Promotion Plan



External Promotion Plan



Landing Page

Create a non-gated landing page that includes the written case study on the Hootsuite website.



Press Promotion

Pitch case study to media and marketing publications in North America.

There are ongoing press opportunities beyond initial launch, such as submitting case study for awards etc.



Social Media

Share the written case study on Hootsuite's LinkedIn.

Include a testimonial from the case study in paid ad campaign to drive traffic to the case study landing page



Newsletter

Share the case study in an upcoming monthly newsletter (November)

Because customer stories are evergreen content, we will continually seek opportunities to include your story in other marketing activities at Hootsuite (Reports, Trends, Campaigns, Events, Webinars etc.). Thank you for being our partner! ❤️

Internal Promotion Plan (Hootsuite)



Hootsuite Amplify

Publish case study on Amplify for Hootsuite employees to share on their own social channels



Highspot

Upload case study to Hootsuite's Sales Enablement tool.