

Your Case Study Repurposing Checklist

Turn one customer story into a dozen powerful assets

1. Start with the right story

Before you repurpose, make sure the case study has:

- A clear business problem and meaningful outcome
- Strong, emotive quotes from real people
- Relevance to your core personas or verticals
- Data or visuals you can lift and reuse

2. Build your timeline

Use approvals while they're valid. Here's a quick sequence:

- Publish story + sales tools
- Release social content + blog
- Run email campaign + event tie-in
- Launch guide, eBook, or pillar piece

3. Repurpose across four key content paths

Sales enablement

- One-pager with KPIs and quotes
- Slide deck highlights for sales teams
- Industry-specific proof point sheet
- Quote compendium or library

Social media

- Quote cards with visuals
- Short-form stat videos or reels
- Carousel: the before-after story
- Quick-hit stat posts or "Did you know" facts

Web and SEO

- Blog post with a topical hook
- Search-optimized landing page
- Gated long-form PDF or mini eBook
- Embedded video or quote block
- Internal links to related products/solutions

Campaign & thought leadership

- Email campaign or newsletter feature
- Customer webinar or roundtable
- Guest article or leadership byline
- Thematic whitepaper using multiple stories

4. Track and repeat

- Which formats worked best?
- What would sales use more of?
- Can you adapt this model to other stories?