

PRO DVX | ALWAYS ON

Content creation options for a case-study

Content creation for a case-study

Three options

Text-only

- Textual description of the case
- Co-branded: includes logo's of parties involved and screenshots of software and hardware

Example text-only

Text + photo

- Textual description of the case
- Co-branded: includes logo's of parties involved and screenshots of software and hardware
- Professional photo's taken at the location to support storytelling (permission needed)

Example text-photo

Text + video

- Textual description of the case
- Co-branded: includes logo's of parties involved and screenshots of software and hardware
- Professional video taken at the location for persuasive storytelling (permission needed)

Example text-video

ProDVX has a team of content creators ready to cover the case. It includes copywriters, photographers and videographers. ProDVX is able to coordinate the shoots or you can, depending on what you prefer.

Textual content creation

Two options

Option A: ProDVX writes

The process

1. Send us your input
2. ProDVX writes a first draft, according to our *intro-challenge-solution-result* template.
3. You can comment on the first draft
4. ProDVX processes these changes, until we have a final version
5. You will give a final go

Option B: you write

The process

1. We will send you our input
2. You will write a first draft
3. We will comment on the first draft
4. We will give a final go once we have a final document

Promotion by ProDVX

- **Case section on prodvx.com** (850+ monthly visitors)
- **LinkedIn organic** (1000+ followers)
- **LinkedIn paid campaign**
- **E-mail** (6000+ subscribers)

