The Importance of a Case Study

Case studies are important marketing communications tools that can be used to clearly describe the benefits of your product and your partnership with Blackboard to your target customer. The most important use of the case study is to showcase a common challenge or problem that is easily relatable to industry peers, organizations, and your target customer. Showing how your product has been used to solve a business problem gives your story value.

Questions to Consider When Developing Your Case Study

Below you will find sample case study questions to consider as you develop your case study. You do not need to answer all of these questions specifically, but rather you may use them to guide your thinking when developing an outline for your study.

Customer Overview

- What is the department and environment like?
- What is the customer’s role within the department?
- Who does the customer consider his or her constituents and what products/services do they provide to them?
- Does the customer face unique challenges?
- Is the organization the first to implement the solution in their respective industry/region/etc.?

Challenge/Decision

- What were the specific technology problems the customer was facing?
- In general, what issues did the customer initially want addressed?
- How did the customer come to learn about Blackboard/Partner?

- What made the Blackboard/Partner proposed solution unique?
- What was the customer’s deciding factor in choosing Blackboard/Partner?

Solution

- What Blackboard/Partner solutions did the customer purchase?
- How does the customer measure Blackboard/Partner’s impact or success on campus?
- What does the Blackboard-Partner relationship mean to the institution in terms of revenue, and/or intangibles (worry, employee effort)?
- Does the customer’s story connect to a larger national trend, or a critical topic in the education arena?
All newsletter items, case studies, press releases, public statements and marketing materials about or including blackboard products and services are subject to editing and must be approved in writing by blackboard before being made public.

Thank you for your participation and we look forward to working with you.

The Blackboard Partnerships Program Team