GUIDELINE FOR (online) CASE STUDIES

A case study is a written account of a real customer's experience with your business. They describe the customer's success thanks to your product or service. They typically include the problem the customer was facing before they used your product or service, and how you helped overcome that problem.

DELIVERABLES
• Word document
• Images as separate files

COPY
• Length: <u>2-Page article</u> max.1,000 words and <u>3-page article</u> max. 1,500 words.
  note: relevance is more important than length.
• Easy-to-read language (English)
• High information density
• Try to avoid marketing lingo and superlatives. Instead make the reader comes to its own conclusion while reading that your solution is awesome.
• No mathematical formulas

STRUCTURE
• **Title**: max. 8 words, emphasizing the topic. *The headline should grab the attention immediately, reflect the content of the article and be aligned with common keywords/phrases for search engine optimization.*

• **Subtitle:** max. 10 words. *A subtitle further explains and expands on the main topics covered and insights shared in the title.*

• **Introduction**: max. 75 words. *A strong lead paragraph should intrigue from the start. It should convince people to read the full story. Think of the introduction as an extended version of the headline, perhaps even using some of the same words.*

• **Length of each section:** max. 200 words recommended

• Use subheadings. Readers scan articles before they start reading. Make sure your subheadings catch their attention. The headings should reflect the structure of your text.
• Recurrent wording: Relevant keywords can be repeated regularly, if possible in different forms (≈ synonyms).
• Put emphasis on explaining the added benefits, does the reader already know/recognize the problem your product/service helps to tackle? To understand the solution you also need to understand the challenge.
• Try to put emphasis on the technology itself rather than on the company that applies the technology.

• **Conclusion:** The conclusion should actually be the easiest part to write. End your article with a brief summary of your entire article. Provide information or suggestions for learning more or include a few additional suggestions for readers who wish to conduct their own investigations. Avoid straying too far off topic. And above all, stay concise.

MEDIA

- Please send us 3-5 high-resolution images as separate files (if they exceed a total of 5MB, please use WeTransfer.com to provide us with the materials).

- Make sure the figures/images are not restricted by copyright and may be legally published by Geomares.

- In conjunction with online publishing, it must be possible to use each image independently. So avoid sequences of images like Figure 4a, Figure 4b, etc. This should be: Figure 4, Figure 5, etc. – each with their own captions.

- Captions: keep them short. More explanation should be contained in the main copy with a reference to the figure(s). Add captions to the Word file.

- Optional: include portrait images of the main author(s) (max. 3). plus a short biography about the main author(s) (max. 3).

- Add links throughout the article to increase interaction with your company.

- If available and applicable, include (links to) online videos on e.g. Vimeo and YouTube. They can be embedded article and will increase interaction.
  Please note: The way you style and structure your content is of the utmost importance when it comes to effectively communicating with your target audience. Often, people will first scan the article before actually reading it. Make an article as readable as possible.

WHY CASE STUDIES

Case studies explore how your products or services have affected specific customers. Framed as compelling stories, they help a new potential buyer visualize just how much their business could change once they invest in your solution. Above all else, case studies serve as living proof that your product really can do everything you claim. Consider them the gold standard for credibility.