



## FAQ for Business Messages case study creation and submission



## 1

### What makes a good case study?

In almost all cases, each case study should focus on one brand and the brand's story should be more prominent than the partner story.

Here are some elements that we suggest you include in the case studies you produce:

- Results and benefits that the brand saw with Business Messages (eg: call deflection rate, reduction of support cost, increased sales, etc.)
- Stats (# of sessions, # of locations, deployment time, etc.)
- Quotes from brand executives
  - The quotes should bolster the case for Business Messages
- Screenshots and / or GIFs of Business Messages

## 2

### Is there a template we can use or format that Google suggests we follow?

Here's one format you can use (though feel free to modify):

#### **About**

Context about the brand

#### **Summary**

Briefly summarizes the use case, outcome and results

#### **Challenge**

Explains the business challenge that the brand was experiencing and why they chose Business Messages.

#### **Approach**

This is the meaty section of the case study that should go over the use case and what the brand was hoping to achieve.

#### **Results**

This section goes over the results, quotes from the brand, and if they plan to use Business Messages in the future.

3

### When and how should we submit case studies for review and approval?

Once you have a final draft of the case study written, you can submit it for approval through [this form](#) (per our usual content review process). Please also note in the form if this is a PIP case study.

4

### What's the expected review turnaround time?

Marketing and PR will aim to review within 7 business days.

5

### Where should we publish and promote our case studies?

After the content has been approved, we'd encourage you to publish your case study(s) on [your website](#) or blog. You can also create a press release with this content and ask the brand to help promote this content. Other channels you can use include social media and emails.

We hope that you'll use these case studies to help launch more brands with Business Messages. In some cases, Google may also be able to use pieces of your case study in upcoming PR. We will reach out to you when this is possible.

6

### Will Google also create a case study with this content?

In some cases, Google will also be interested in creating a case study and / or testimonial (please see the carousel of success stories on our website) with the results. We'll reach out to you if we'd like to pursue this and ask for your help getting the brand to sign Google's standard marketing release form.

In this case, Google would then help interview the brand and draft this version of the case study -- the partner should launch the brand, determine the most compelling metrics, and secure the brand's participation in the case study process.

7

### Are there any brands that we should focus on?

Our current top priority for case studies is Fortune 1000 brands with marketing and sales

use cases, with compelling metrics. Please prioritize these but share case studies with other use cases and other interesting brands with us as well.

## 8 Can we include Business Messages competitors in the same case study?

For Business Messages PIP campaigns especially, we ask that you avoid including Business Messages competitor solutions in your case studies.

## 9 Do you have examples of case studies created by partners and brands?

Yes, here are a few examples (for other products):

- [Digitaleo/Bodemer Auto](#) (for RCS Business Messaging)
- [Club Comex](#) (for RCS Business Messaging)
- Google's RCS Business Messaging [case studies](#)

## 10 Any other considerations?

It would be great if you can ask the brand to share their approval (via email with you) for Google to use the case study content in marketing materials. Please let Google know if the brand has approved this usage.

