PIKTOCHART | HubSpot

VISUAL *Storytelling* 101

How to Create Beautiful Stories That Matter to Your Customers

(+ Free Case Study Templates)

Contents

In marketing, a picture is truly worth a thousand words. Why? Because people retain information far better when it is paired with a visual. *A study showed* that when people heard information, they retained 10% three days later, however, when an image was included with that audio, they retained 65%.

Visual storytelling is the art of telling your brand's story using visual media such as images, graphs and charts, or videos. Visual storytelling can be utilized to build a brand, share powerful customer stories, and create content that helps you connect with current and future customers.

Information + Image
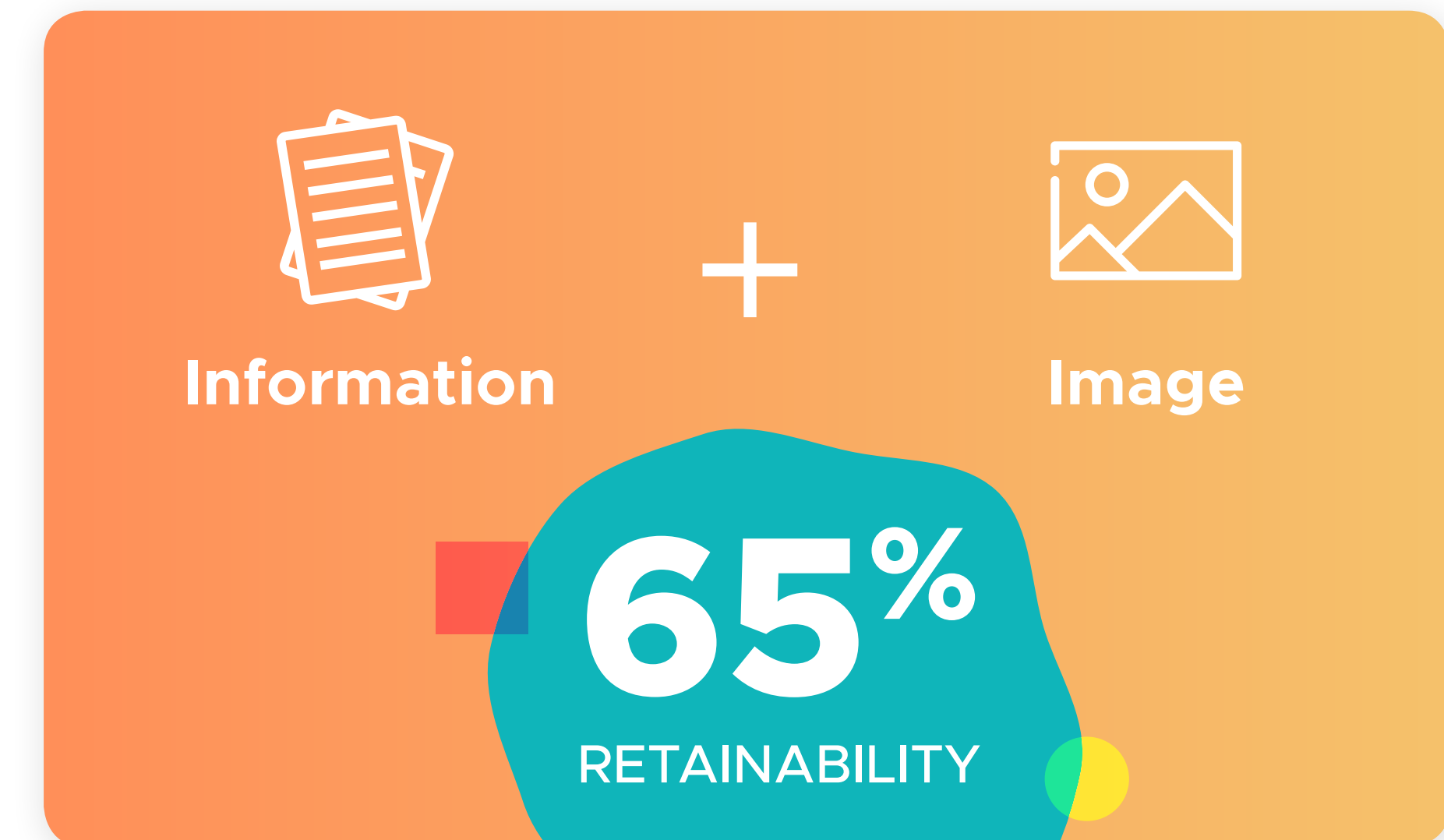
65%
RETAINABILITY

01.

INTRODUCTION

When done right, visual storytelling can have a major impact on your brand and help you gain new followers and prospects. For example, a newly popular men's grooming company, Harry's, disrupted the 2.4 billion dollar shaving market by *using visual storytelling content* in their marketing and branding.

Harry's was able to use their customer stories and sell a lifestyle rather than a product to cultivate *one million customers* in their first two years as a startup.

Similarly, shipping company Maersk revamped their social media strategy in 2011 and saw impressive results.

By sharing visual content, including photos and videos, they clued their audience into the human aspects of shipping. Doing so helped them *grow their Facebook following by 400,000* in the first eleven months. Their Instagram now has over 77K followers with thousands of likes on each post.

You don't have to be a big-name brand like Target or Apple to use visual storytelling strategy in your brand's content strategy. Start with the basics of storytelling: you'll need to create a compelling story, to include beautiful visuals, and to leverage platforms where you can share those stories.

Once you have that, it's all about being genuine with your audience so they will want to engage with you.

In this ebook, we've put together a whole list of tactical tips to help you make the most out of visual storytelling. To top it off, we also included 3 free case study templates for you to use to craft your first visual stories.

Ready? Let's get started.

Credits: Harry's on *firstround.com*

"Harry's was able to use their customer stories and sell a lifestyle rather than a product to cultivate one million customers in their first two years as a startup."

4 Examples of Great Visual Storytelling Case Studies

HARRY'S

Harry's grew exponentially because of their incredible visual brand. By using a visual storytelling strategy, they grew their following and sold a feeling and lifestyle. Their style is clean and simple, and their Instagram has helped them to grow. Learn more about Harry's in *this analysis*.

MAERSK LINE

Maersk created social media accounts under new leadership in 2011 and have created a following despite the fact that they operate in a "boring" industry. Their customers and prospects have responded, engaging with posts and even going so far as creating a dialogue with individual ship captains. Learn more about *their strategies* here.

Marriott

Marriott was one of the first to use gamification in their recruitment efforts with an online game called My Marriott Hotel to find talent. They have since dominated the employee culture space on Facebook, Instagram, and Twitter with their careers handles. They have also successfully found talent by asking questions to their social audiences with the hashtag #WhatWouldYouDo. They were able to combine engaging posts with recruiting efforts seamlessly. Check out more of *their strengths* here.

chubbies

This youthful clothing brand used social media and visual storytelling to build somewhat of a cult-following. Their retro men's shorts were unlike anything being marketed to millennials and it took off. Chubbies social media style is a mix of photos, GIFs, and videos (including stop-motion) with young men embracing the freedom of short shorts. Read *their story* here.

02.

WHAT IS VISUAL STORYTELLING?

Visual storytelling is pretty much what it sounds like - sharing a story in a visual fashion.

This can be in the form of a video, image, infographic, chart/graph, data visualization, print, poster, or any other visual you can imagine.

A visual story should be compelling enough to draw the viewer in. There should be a story arc--like the hero's journey-- with an element of suspense, questioning and a resolution.

03.

BASIC STORYTELLING CONCEPTS

Storytelling can be adapted in many ways. However, most stories are organized with a simple structure: the problem, the solution, and the resolution.

When telling a story, there are a few important concepts that will help you create engaging content your readers will enjoy.

1 Be **Authentic**

Your readers will be able to detect a phony story right off the bat. If you are humorous and honest with your audience, they will respect and interact with you more.
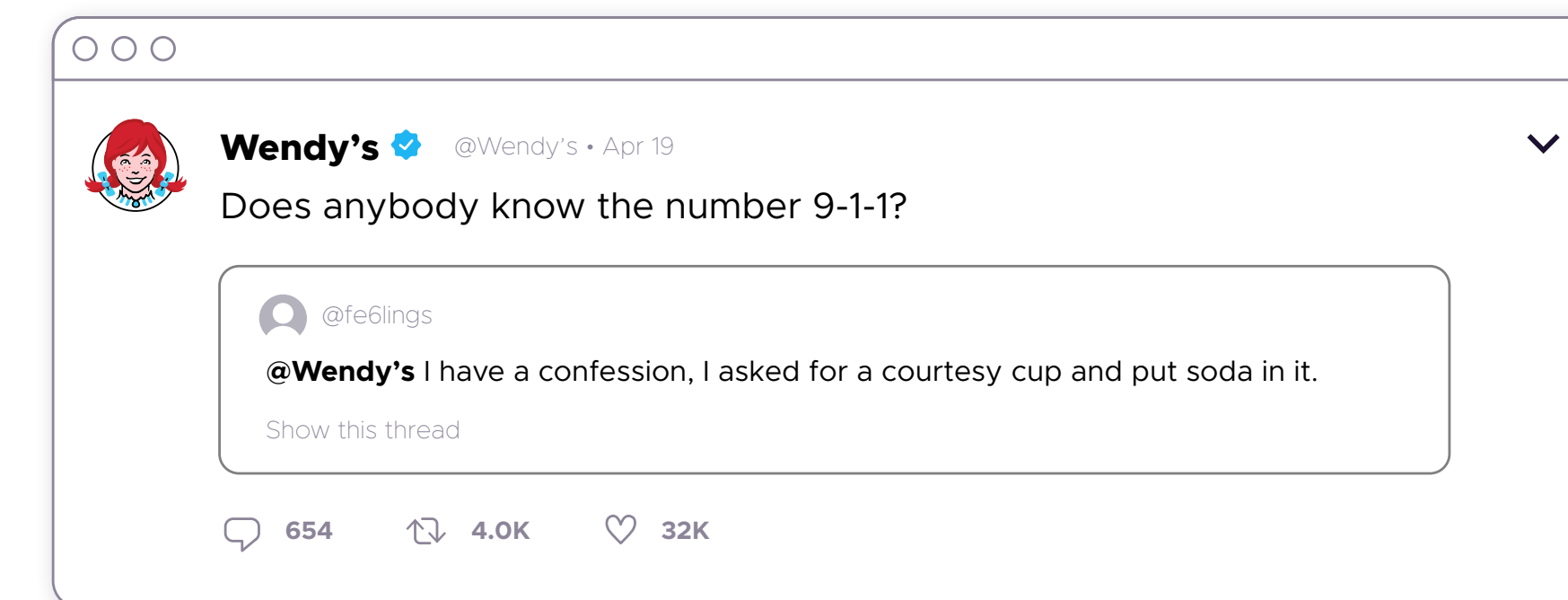
For example, Wendy's social media marketing team began responding to tweets in an honest, sassy voice. With that, they saw their engagements soar to around 10K shares and 20K likes on individual tweets. Authenticity doesn't have the same voice for every company or brand.

2 Consider Your **Audience**

While Wendy's managed to get away with a cheeky persona, if you have a more serious brand, that may not resonate with your audience. Consider your brand, your *target personas*, and your brand voice when you tell your story.
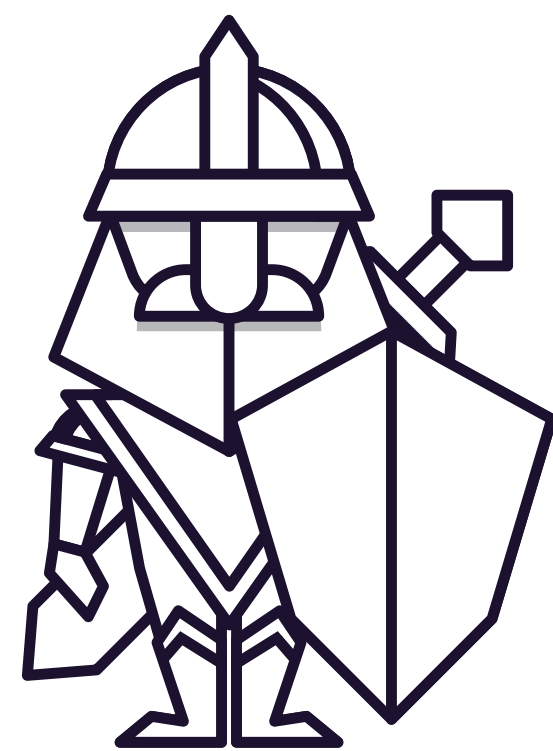
3 Your Story **Format** Strategy

The story and content you create should build suspense and draw your reader in. Let's break this down with an example of how you could go about telling a story.

In writing and storytelling, most stories follow the path of the *hero's journey*. The hero's journey can be explained by Harry's razors case study.
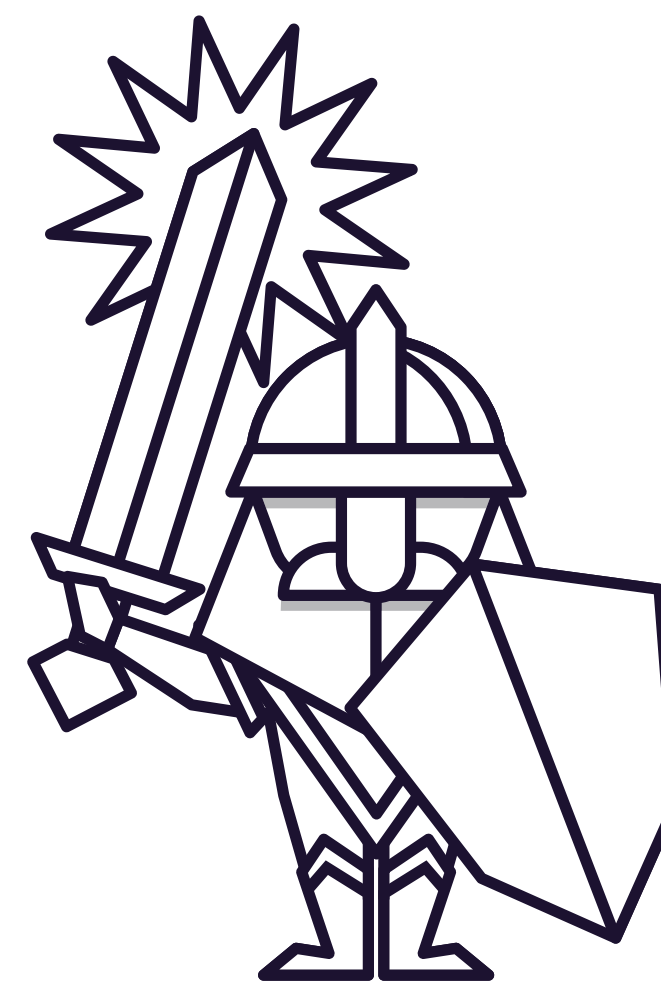
Hero's Journey

1

THE JOURNEY
(CALL TO ADVENTURE)

The story starts with the hero living in a normal world -- the status quo. Then, something occurs or information is introduced that calls the hero to adventure. Often, this might be an "aha!" moment.

2

THE TRANSFORMATION

Once the hero decides to take action, the hero must go through trials and tribulations. The hero truly step up to take action. This could be challenges the hero faces (like challenges or costs of starting a company) and the pivots the hero must take to combat the adventure.

3

THE RETURN

After battling through challenges of the transformation, the Hero returns, this time transformed by the adventure they undertook. Throughout the journey, the hero gained wisdom and power from the trials faced. The return is also the time to look into the future to bring further glory to the hero.
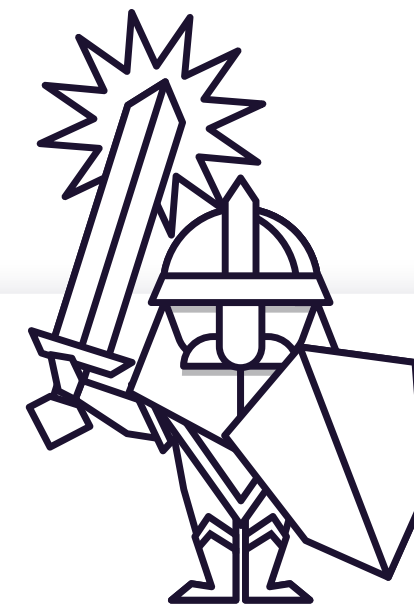
Hero's Journey in Action
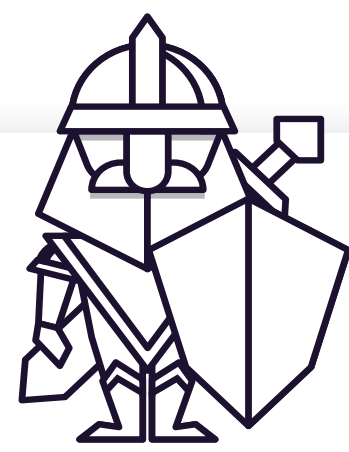
THE JOURNEY

Harry's co-founder Andy Katz-Mayfield was frustrated by the high cost for the simple product of a razor.

THE TRANSFORMATION

He then expressed this to his co-founder Jeff Raider, and they developed a cheaper alternative to the Gillettes and Schicks. After product testing, research, and market development, they came up with a new way to shop for razors.
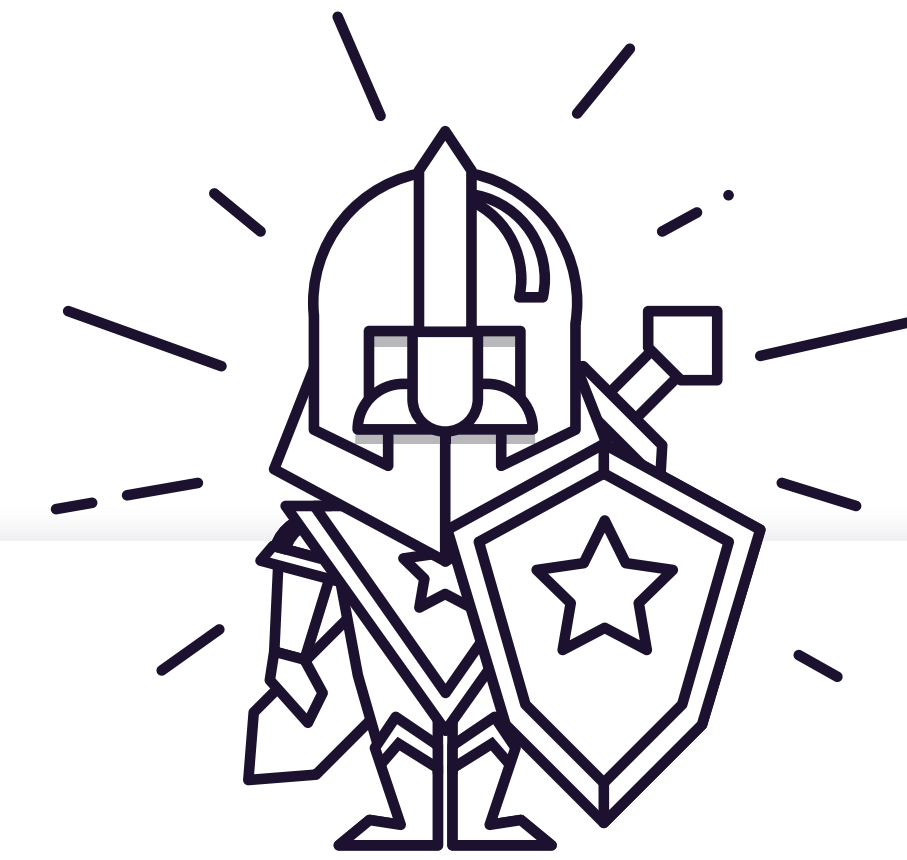
THE RETURN

Today, Harry's is known for cracking a **2.4 million dollar** market, successful raising over **136.5 million** in tech venture capital, and building a brand around the power of storytelling while selling.

"Good stories need a compelling reason to stick to the end and a sympathetic protagonist who the reader can root for (and/or an antagonist to root against)."

Uses For Visual Stories

Before you create your first visual story, consider your goal. Are you hoping to showcase your customers and gain new customers? Are you looking to attract talent and user stories for your HR or recruiting team? Are you looking to improve brand awareness and tell your brand's story? These are only a few options for visual stories.

Here's a list of visual story ideas:

Company Culture
Showcase Employee Stories

Patagonia showcases what it means to be part of the Patagonia family through employee showcase pages.

Product Launch
Tease A Product Launch And Drive Demand

Moment launched a new lens for smartphone cameras on Kickstarter.com. They included videos and photos alongside the new product information. Best of all, they told a story about why the product mattered for their target audience.

Brand Awareness
Run A New Brand Campaign Across Your Social Media Platforms

Keds recently launched a collaboration with Rifle Paper Co and their social media presence includes visual content for their target audience of young women.

Annual Report
Use Visual Data To Present To Your Investors/Potential Investors

Habitat for Humanity has a visual, interactive annual report that combines storytelling with data.

Personal Brand
Share Your Own Story

Taline Gabriel is a lifestyle instagram presence that showcases health, fitness, and well-being. She uses a variety of visuals, including quotes, videos, and more to showcase and build her brand.

Case Studies
*Share Customer Stories*

Squarespace shows this customer story from Keanu Reeves in a sleek, interactive, visual format. It's a great example of integrating different content formats – video, infographics, etc into one overarching visual story.

Visual Blog Content
Make The Words Jump Off The Page With Images And Design

Ceros Originals is an inspiring blog for all types of visual content. It's more than just a blog, it's a visual experience that also showcases the brand's product.
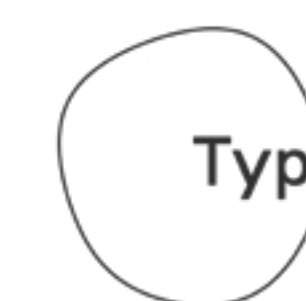
Teach
Use A Visual Medium To Teach Your Audience

Typeform creates fully visual ebook-style guides that gives their audience content in a beautiful, visual, and interactive format.

# How Visual Storytelling Complements Case Studies

Visual storytelling isn't just about sharing your brand's story, it's also a great way to share customer stories. Testimonials and case studies are effective tools in attracting and converting potential customers.

Moz's case study page is the _second most visited page_ on their website. _88% of consumers_ trust testimonials as much as they would a personal recommendation. When it comes to visual storytelling, case studies fit perfectly with this model.

Case studies are a pieces of content that combine user stories with compelling qualitative and quantitative data. When you think of someone who has had success with a product being excited and willing to tell others, "Hey! This thing worked for me! You should try it too!" – it's pretty easy to see why testimonials are such a powerful motivator for prospects.

The modern consumer _reads up to 10 reviews_ before purchasing a product. Later, we will go through the ways that you can find these advocates within your customer base and help make them ambassadors for your brand.

Examples of Visual Storytelling + Case Studies
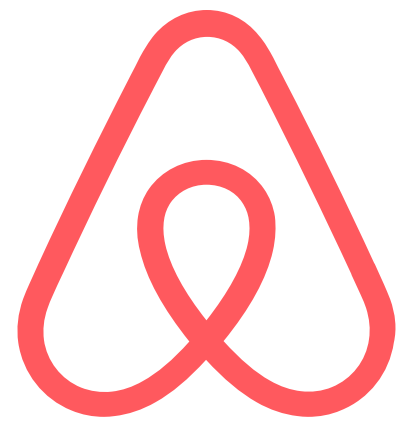
☑ **Stories + Quotes**

☑ **Video**

☑ **Social Sharing**

Airbnb shares user stories on their website, bringing their hosts to life through video and using quotes. These stories link to the host's page, integrating discovery with sales in a seamless way. By making a piece of the sales cycle into a beautiful story, prospects are more likely to engage with and react to content. Airbnb also includes social sharing on each host story, allowing readers to share their favorites.

☑ **Target Audience**

☑ **Stories**

☑ **Video**

InVision lets their customer stories speak for themselves. They include testimonials from an impressive list of brands and feature video interviews with folks like the director of UX for MailChimp and the head of design at Uber. This page offers stories that can be filtered by startups, corporations, and design agencies so that potential customers can see how they might work with InVision.
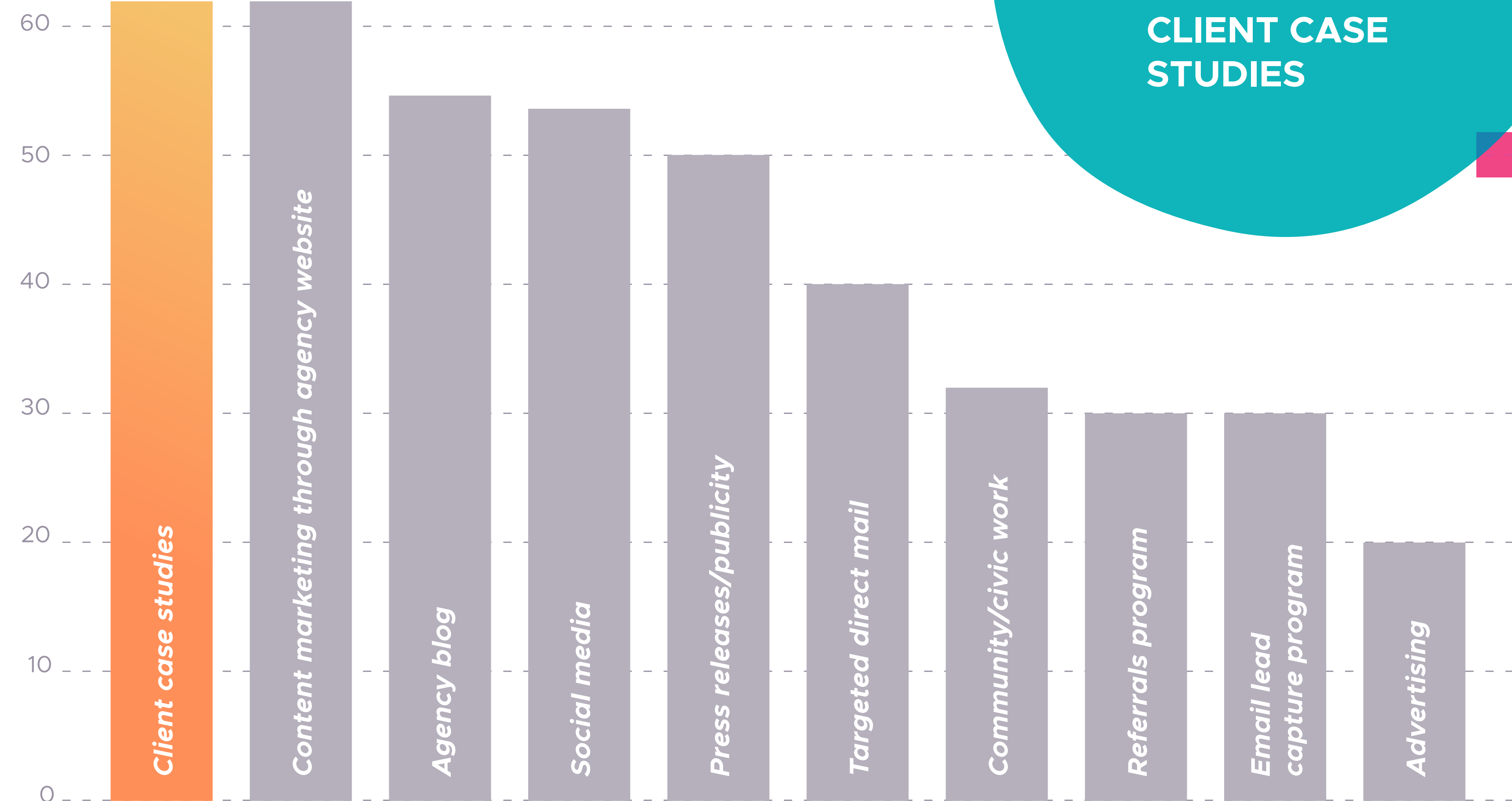
Why Visual Storytelling Matters + Converts

"Visual storytelling works."

In an increasingly competitive online market, the brand with the most human and engaging voices are climbing to the top. If you're not already convinced, check this out: _eMarketer reported_ that 63% of marketers have found client case studies effective in generating new leads. Combine that with the number of reviews people read before buying a product, and hopefully you'll see why showcasing the value of your brand really works.

Agency Self-Promotional Tactics that Are Most Beneficial for Generating Leads According to US Agency Executive

July, 2013

63%

CLIENT CASE STUDIES

Bar chart (% of respondents):
- Client case studies: ~62
- Content marketing through agency website: ~62
- Agency blog: ~55
- Social media: ~54
- Press releases/publicity: ~50
- Targeted direct mail: ~40
- Community/civic work: ~32
- Referrals program: ~30
- Email lead capture program: ~30
- Advertising: ~20

% of respondents

Source: RSW/US, "2013 RSW/US Agency New Business Thought Leader Survey Report," Aug 29, 2013
https://www.emarketer.com/Article/Agencies-Use-Content-Case-Studies-Generate-Leads/1010213

Now, let's dig into how you can pair visual storytelling skills with creating your first customer story. ▶

04.

CHOOSING THE RIGHT CUSTOMER STORY
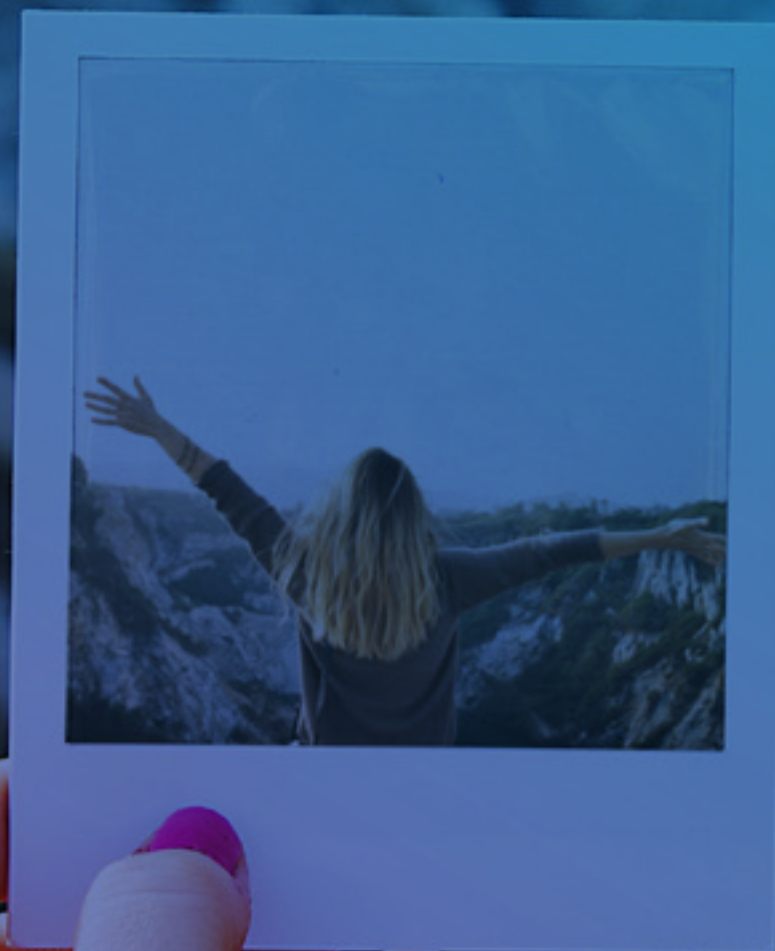
Even small businesses have happy and successful customers. When you go to look through your customer base, focus on a few different factors when considering who to ask to participate in a case study or testimonial.

The two most important factors to consider are 1) those who have been successful with your service or enjoyed your product, and 2) those who are engaged with you, excited about your product, and easy to reach.

How to Find *Stories* in Data

Finding the right customers for case studies depends a lot on what data you have about customers and which data points matter the most.
Here's how to identify good candidates:

1   First, decide on your ideal customer. If you're an eCommerce company, does your ideal customer have the most purchases or perhaps the largest purchases? If you are a B2B service, is your ideal customer someone who has been with your company the longest? Think of a few metrics that fit into this category.

2   Second, pull the necessary data. It might behoove you to expand your search criteria and give yourself a wider net. This will account for an expected amount to not respond. Try emailing your customers with a survey to find good candidates. For example, you could send a *customer NPS survey* and reach out to promoters from your customer based. Or, use *Mention.com* to check who is interacting with your brand online and speaking of it highly. It's an easy tool to find brand advocates.

3   Third, ask your fellow employees for suggestions. Your sales and customer service teams are great resources for identifying who your stellar customers are. You can also ask your social media team for stories they may have, or use filters to identify happy customers.

4   Finally, reach out to customers and offer something in return, such as an extended subscription, a gift basket, or cool company swag. Once you've secured a few case studies, ask those folks if they know any fellow customers who might be interested in participating.

CHOOSING THE RIGHT CUSTOMER STORY

Reaching Out to Customers

(+ Free Email Template)

When you reach out to customers, start with a large pool of potential candidates, then whittle it down to a smaller group.

For example, dig into your CRM and generate a list of NPS promoters to reach out to.

Subject: Do you have 5 minutes to talk about [Your Company Name]?

Hi [Customer],

I hope all is well. I've been doing some research and noticed that you've had great success with [Your Company Name]. [Add a personal story about the person you are trying to reach here - personalization helps get a better response rate!]

I was wondering if you might have five minutes to talk about being featured in a case study for us. We'd be looking to conduct a short interview, and we'd send our team to take a video of you or someone from your team at your office headquarters. We will be featuring the case study on our website and sharing it via social media. We will also include a link to your website so you can expect some traffic to your site from it.

Let me know if this is something you're interested in. Thank you!

Best,
Your Name.

Send

People can be extremely busy and it's important to have a few backup options if someone takes a long time to respond or gets caught up in their day-to-day (which happens to the best of us.) For an initial email, ask for five minutes of their time to discuss participating in a case study and include an incentive. Mention that you will be featuring them on your website or sharing their website on your social media. Be sure to indicate what their commitment will look like and be transparent.

If your team doesn't have video capabilities, you can set up phone interviews and create visual graphics to showcase the case study. You could also crowdsource internally and get a list of employees throughout your company who travel for work. Whenever someone travels for work, you can have them set up "open hours" and meet with engaged customer to interview, get quotes, and take photos for your customer stories.

HubSpot

Want a place to seamlessly store all of your email templates, contacts, and more?

Check out the HubSpot CRM >

05.

GATHERING YOUR DATA/ STORY

Before you put together the story, make sure you have all the data possible. Sometimes, the obvious data point is not necessarily the most compelling. Depending on your tracking software, this may be a simple or challenging task.

In this section, we'll cover data points to consider uncovering:

Metrics To Consider:

- ☑ How long have they been a customer?

- ☑ Success metrics from their use of your product/service.

  - Site visitors

  - New customers since using your product

  - Reduced costs

  - Reduced energy costs

  - Increased productivity

  - Employee happiness

- ☑ How long has their business been around?

Questions to Ask Your Customers

- ☑ What product or service were you using before ours?

- ☑ What compelled you to change from what you were previously using?

- ☑ What are the strengths of our product/service?

- ☑ What's your favorite feature?

- ☑ How has our product/service helped you?

- ☑ How can we improve our product/service?

- ☑ How do you feel about our product/service?

If appropriate, ask for specific data to back up their qualitative claims.

You can include more specific questions based on the goal of your case study or your industry. *This guide* will help you with more specifics on creating case studies.

06.

DATA VISUALIZATION 101

When you reach out to customers, start with a large pool of potential candidates, then whittle it down to a smaller group.

For example, dig into your CRM and generate a list of NPS promoters to reach out to.

Data visualization is a broad term that spans from simple pie charts to the incredible interactive data visualizations on the website *Information is Beautiful*. No matter your skill level, you can showcase your data and tell compelling stories using free data visualization tools such as Piktochart. In this section, we'll go over basic charts and graphs, what they're used for, and then we'll recommend some great free tools you can use to build them. For a more in-depth overview of data visualization, check out this *free guide*.

At the end of the day, using data visualizations will help pair those text and audio pieces of information from your customer interview with visual cues to make the story more memorable.
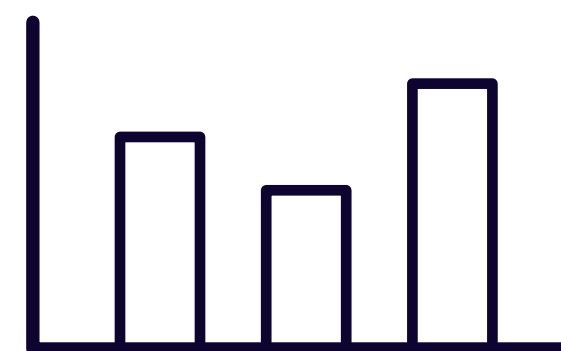
Bar Charts
You can use these for basic data comparisons, or to show trends over time.
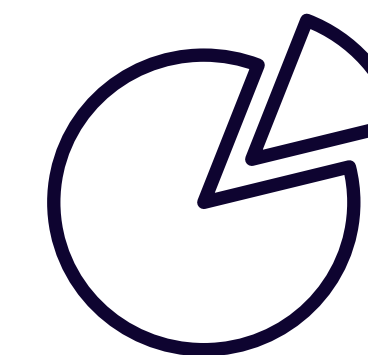
Pie Charts
These can be used for part-to-whole relationships.
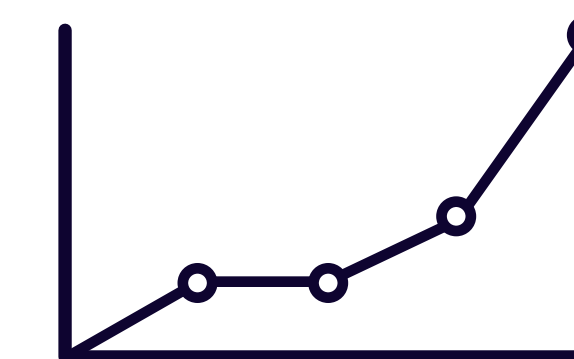
Line Charts
These charts show time-series relationships.
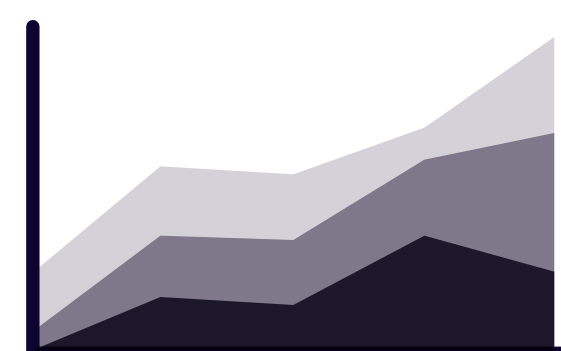
Area Charts
These accomplish the same thing as line charts but are also able to show volume.
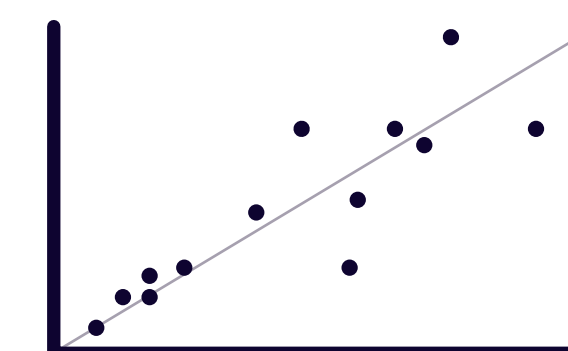
Scatter Plots
These charts show a relationship between two sets of data.
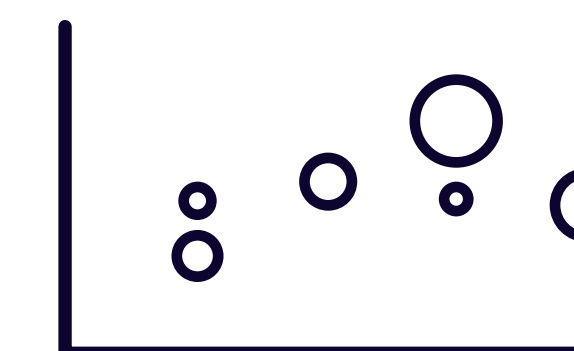
Bubble Charts
Bubble charts are good for ranking relationships or showcasing comparisons.
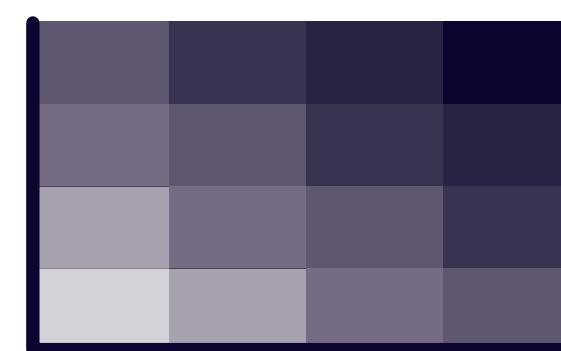
Heat Maps
These show distributions and are good for geographic data or website clicks.

When choosing fonts, consider your audience. Certain fonts have certain connotations. For example, if you are creating a customer story for a law firm, you want to choose a more serious font than if you are showcasing a user story for a kids birthday venue.
Consider the following aspects when it comes to typography:

Aa

T I T L E

Subtitle
Body copy.

Serif
Sans serif

T

Kerning
This is the space between letters. Some programs like Adobe Illustrator will autocorrect spacing, however, make sure to double check, especially with headlines and larger fonts.

Number of Fonts
bottom line - don't go crazy with fonts. Try to stick to two or three fonts that are similar in style. You can use one font for headings, one for subheadings, and one for paragraph copy. Make sure to keep the font sizes consistent as well.

Font Choice
Consider your medium when it comes to font. Times New Roman is generally considered the easiest to read in print, and Trebuchet, Verdana, Tahoma, and Georgia are preferred for digital readability.

Visual Hierarchy
One of the worst blunders a designer can make is creating a "wall of text." This is when there are large sections of copy with no distinctions between headers or sections. Use bold headers, bulleted lists, and make the most important information larger and most eye-catching.

Color
Make sure your background color doesn't distract from your font color. Test out your color contrast using *this tool*.

Colors can be used to convey and elicit emotions and to reinforce a point. If you see a red can of soda with no label, you still immediately think of Coca Cola. *85% of consumers* say that color is a primary reason that they buy a product.
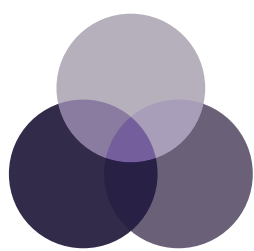
Color Wheel Basics
The color wheel consists of the primary (red, yellow, blue) and secondary (green, orange, purple) colors as well as the tertiary colors that fall in between the major colors. The warm colors are reds, yellows, and oranges. The cool colors are blues, greens, and purples. Typically, people associate warm colors with brightness and energy, and cool colors with calm and peace.
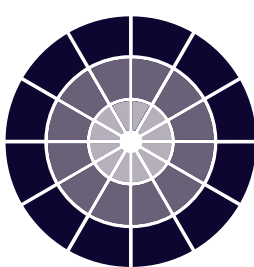
Combining Colors
Complementary colors that pair and contrast well together. The complementary colors are opposites on the color wheel and are yellow and purple, red and green, and orange and blue. Analogous colors are those that are next to each other on the color wheel, like purple, blue, and green. Triadic color schemes are colors chosen in a triangle, three colors equally spaced throughout the wheel. You can use *Adobe Color* to create your own color palettes or explore already created palettes. Additionally, try Duotone by ShapeFactory to mask entire images with colors of your choice so you can create a consist look and feel.
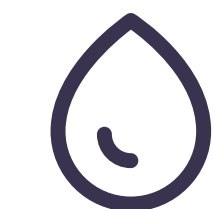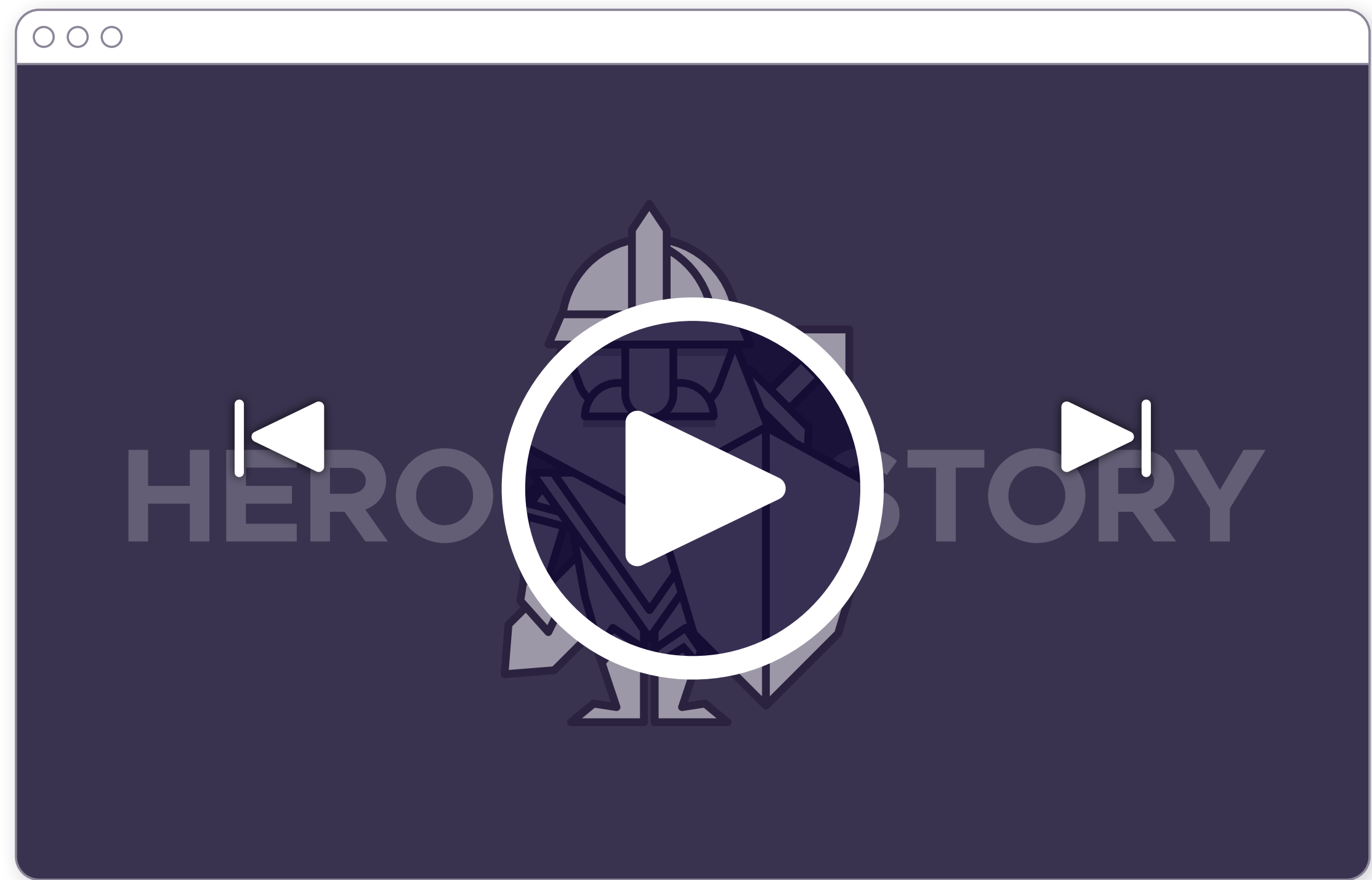
Color Meanings
Colors hold meanings and emotions that you can use in your marketing and customer stories. Here are some common associations held with colors:

■ Energy, power, excitement, love   ■ Growth, peace, health

■ Friendly, cheerful, confident   ■ Trust, strength, dependable

■ Happiness, optimism, clarity   ■ Creative, wise

Video

Icons + Design

Video is a great way to showcase stories and contrary to what you may think, you don't need a professional video team to do it. Video can supplement a story or be the story. If you are a company like Airbnb, video is the perfect medium to show places that you want your customers to travel and have them hear from hosts in their own voices.

When it comes to story-telling using video, introduce your "hero," and tell their story using the story arc. Keep videos short. The *average video on YouTube* is 4 minutes and 20 seconds long. Case study or storytelling videos should be between

one and five minutes. If you need more time to tell your story, *Wistia has shown* that engagement tapers off after about six minutes. Use a high-quality camera, a tripod, and make sure you have adequate lighting.

Here's a *quick guide* to creating your first video. Animated videos are a great way to incorporate data and have your data come to life. Try showing growth over time using animated video, or over-laying statistics and metrics over a live-action video. Using video will help your viewers remember key data points while staying engaged.

When designing your visual stories, try to incorporate your brand and themes throughout your data. Some ways of doing this are to customize charts and graphs for your industry or company color scheme. If you are in the restaurant industry, you could make your bar chart into different vegetables. If you are a fashion company, you could use a needle and thread for a line chart.

Using custom iconography and imagery will help your reader remember associated data points. Piktochart has an icon matrix built into their tool that allows you to add custom icons to charts (*see #9 here.*) If you want to show a pie chart of the breakdown of types of trees, you could make the whole chart a tree. Another great resource for custom icons is *Flaticon*. They have a huge database of royalty free icons and vectors.

Once you've chosen which types of data visualizations make the most sense for parts of the story you're trying to illustrate, and which colors and fonts to use, it's time to create those visualizations.

07.

DATA VISUALIZATION TOOLS

Data visualizations can be created using Excel's Chart Wizard or Google Sheets. However, these tools can be complicated for some not regularly using them.

For beginners, focus on using a minimal number of colors, a simple background, and try not to add distracting details. Once you learn the basic concepts of data visualization, you'll learn how to tell a more powerful story with your data.
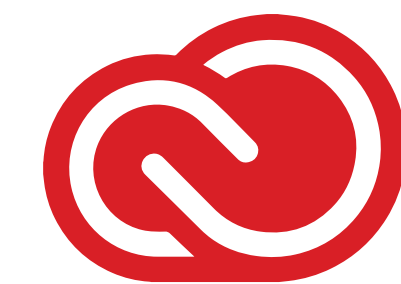
Here are some great data visualization tools and data resources for all skill levels:

Piktochart

Statista

Adobe Creative Suite
(Photoshop + Illustrator)

Google Trends

Google Charts

Hubspot Research

Infogram

08.

HOW TO USE DATA TO TELL A COMPELLING STORY

There is such a thing as too much data. When you are telling a customer story, it's important to remember that your readers/ viewers only have so long of an attention span to devote to reading or viewing that story. When making data points, keep them concise and clear.

Dos and Don'ts of Data Visualization

Dos

- **Do only include compelling data.** Just because you have a piece of data doesn't mean you need to use it.

- **Do incorporate visuals into your data.** Try using a theme or adding images to charts and graphs.

- **Do cite your data sources.**

- **Do ask for permission before sharing customer data.**

- **Do try the same data in different chart/graph formats** to find the best fit for your story arc.

Don'ts

- **Don't try to do too much visually.** Too many colors or designs will be distracting.

- **Don't overlabel.** While labels are important, too many or labels being too lengthy will clog up your graphic.

- **Don't assume that you can't do data visualization because you aren't good at math.** (That's what helpful tools are for!)

Using Data Visualizations in Different Visual Formats

Data visualizations aren't just for PowerPoint presentations. You can incorporate your data as part of content pieces on many different mediums. You can even go so far as to animate your data or make it interactive.
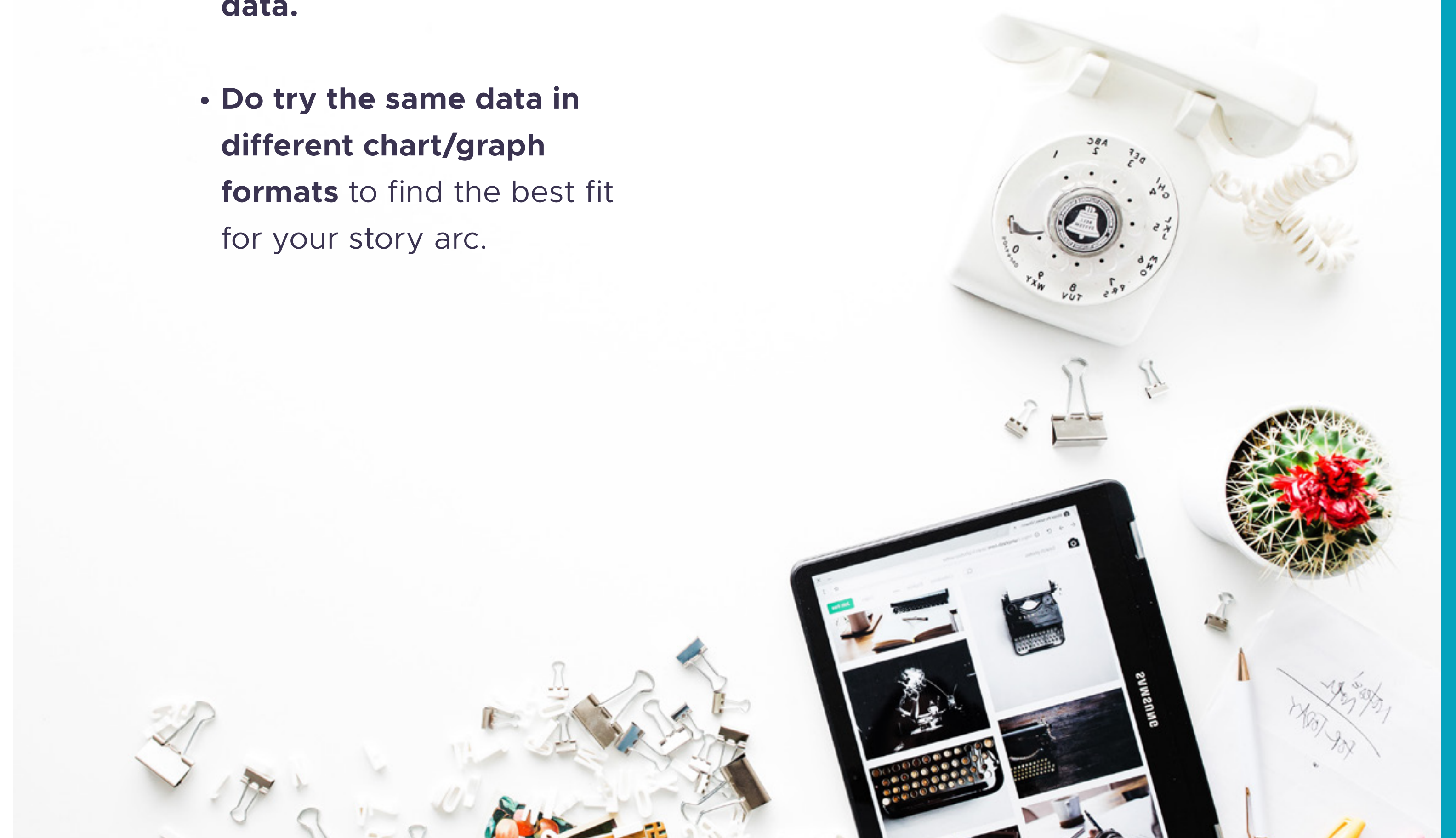
Use data in videos, infographics, social media posts, posters, GIFs, or any other visual medium you prefer. Factors like *color* and sound affect the viewer's perception of your data. If you want to show a statistic and elicit anger, try a color like red or black, whereas if you want to show happiness or lightheartedness, try yellow or pink.

Data can be used to enact change, like in the film *An Inconvenient Truth*, to make people laugh, or to persuade people to purchase things.

Examples of Good Data Visualizations
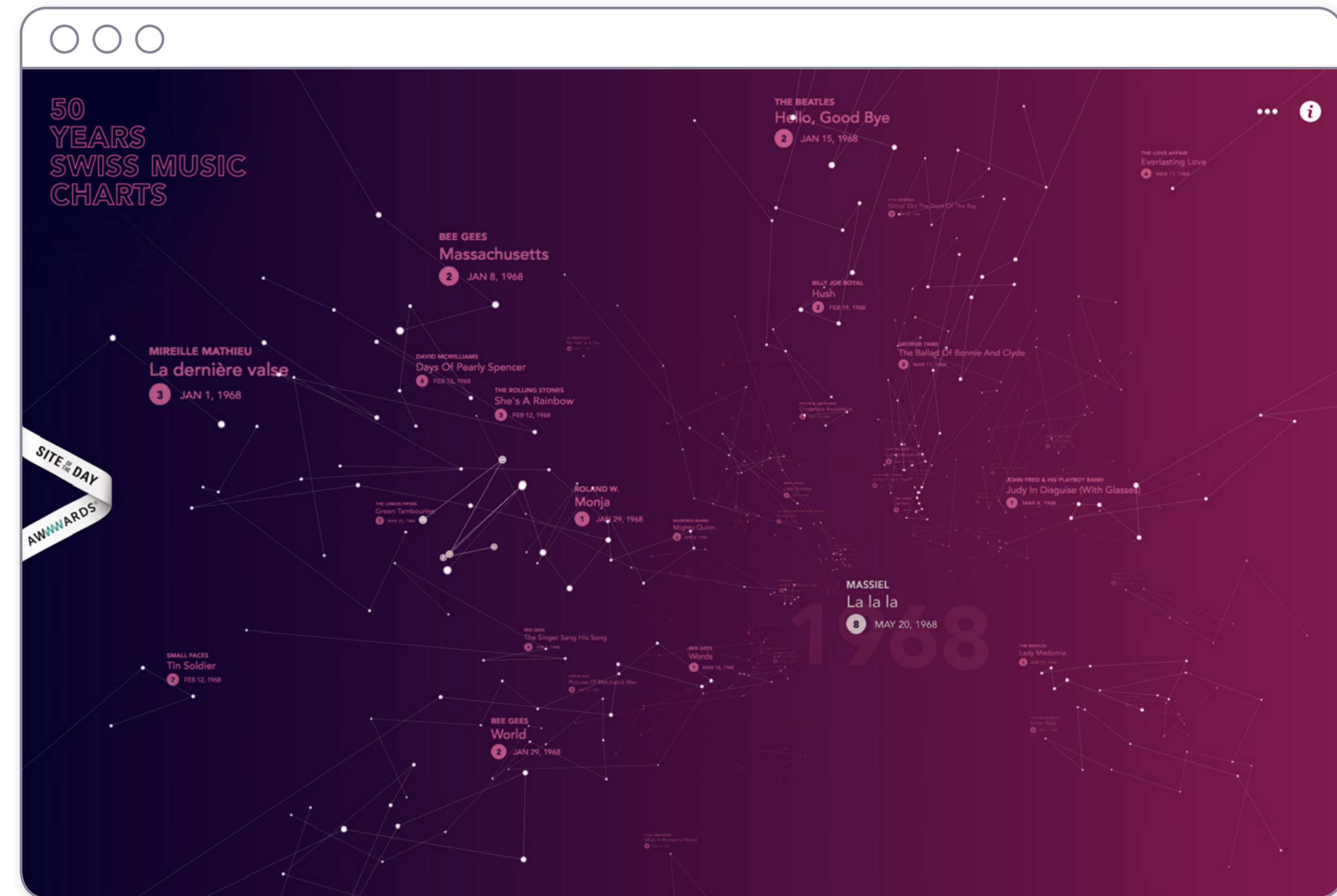
50 Years Swiss Music Charts

Examples of Good Data Visualizations
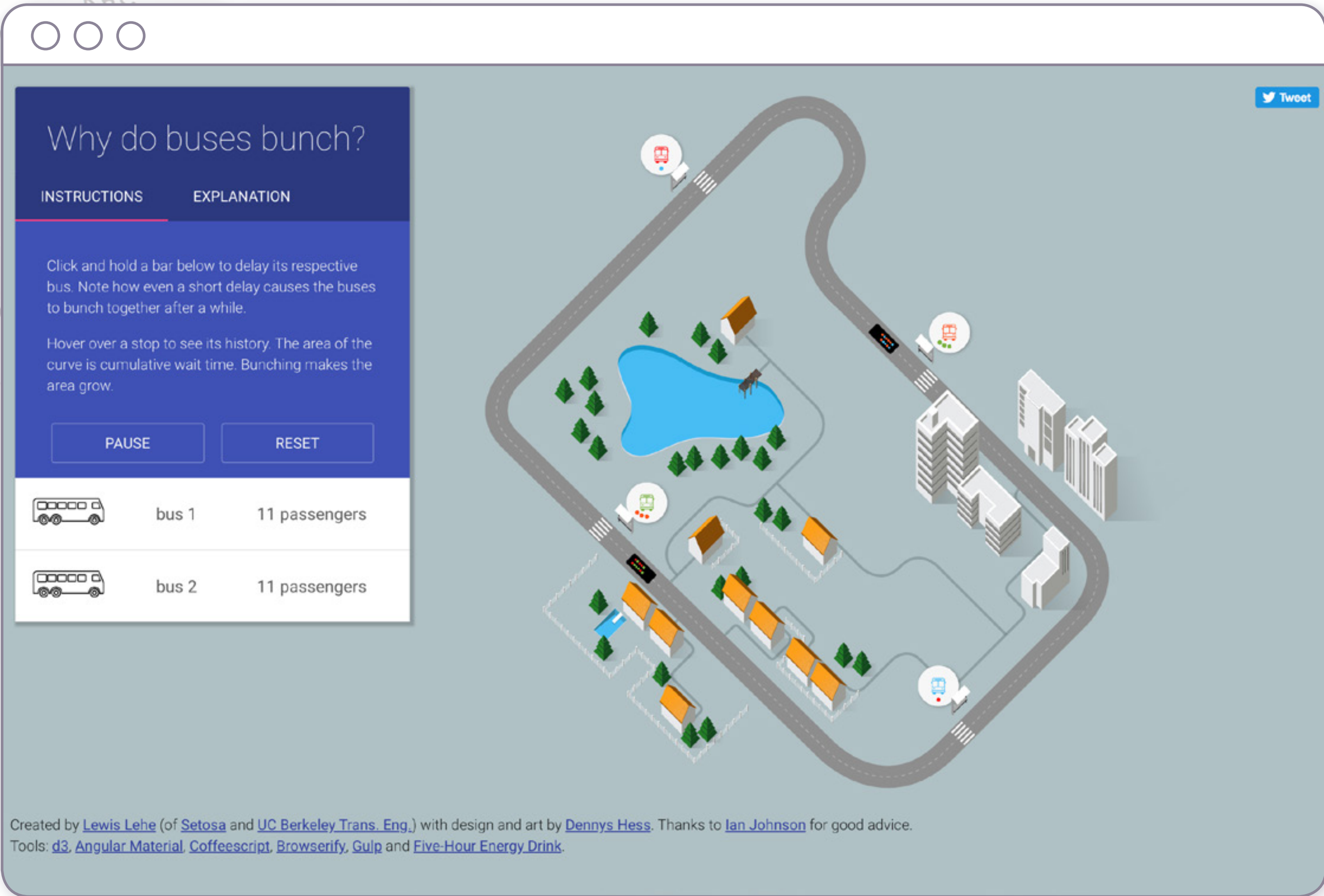
Why Buses Bunch
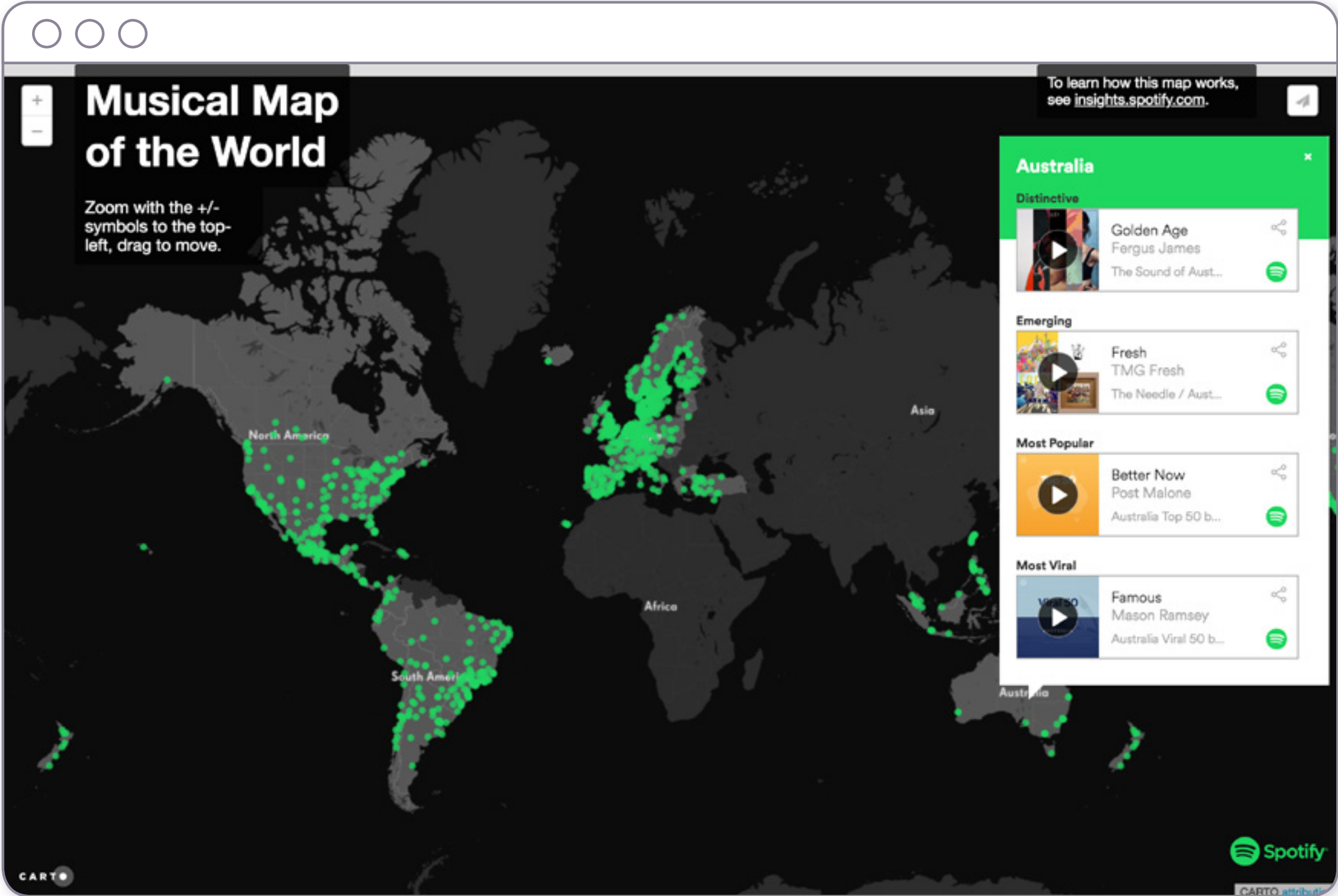
Musical Map of the World by Spotify
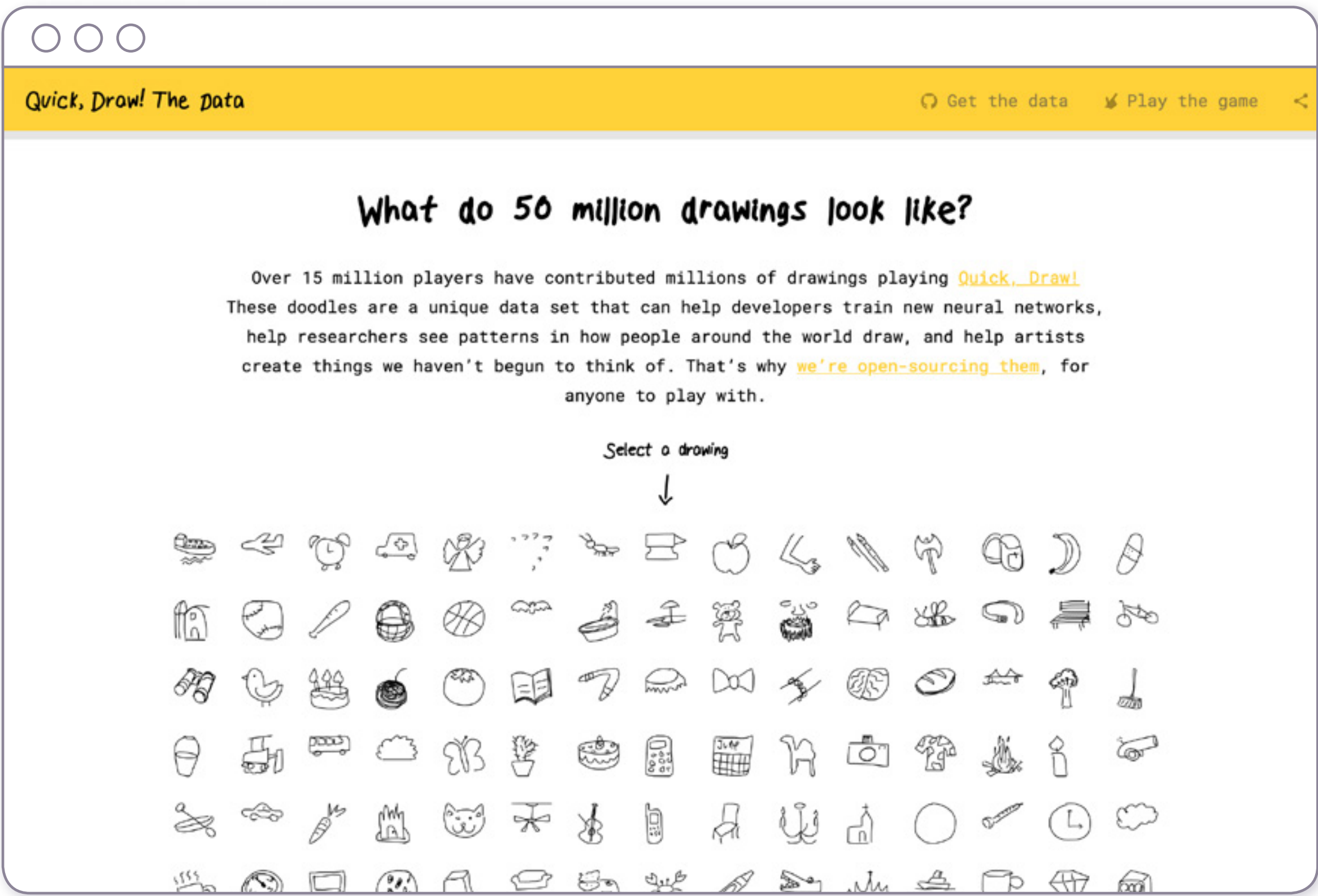
Quick, Draw by Google

Examples of Good Data Visualizations
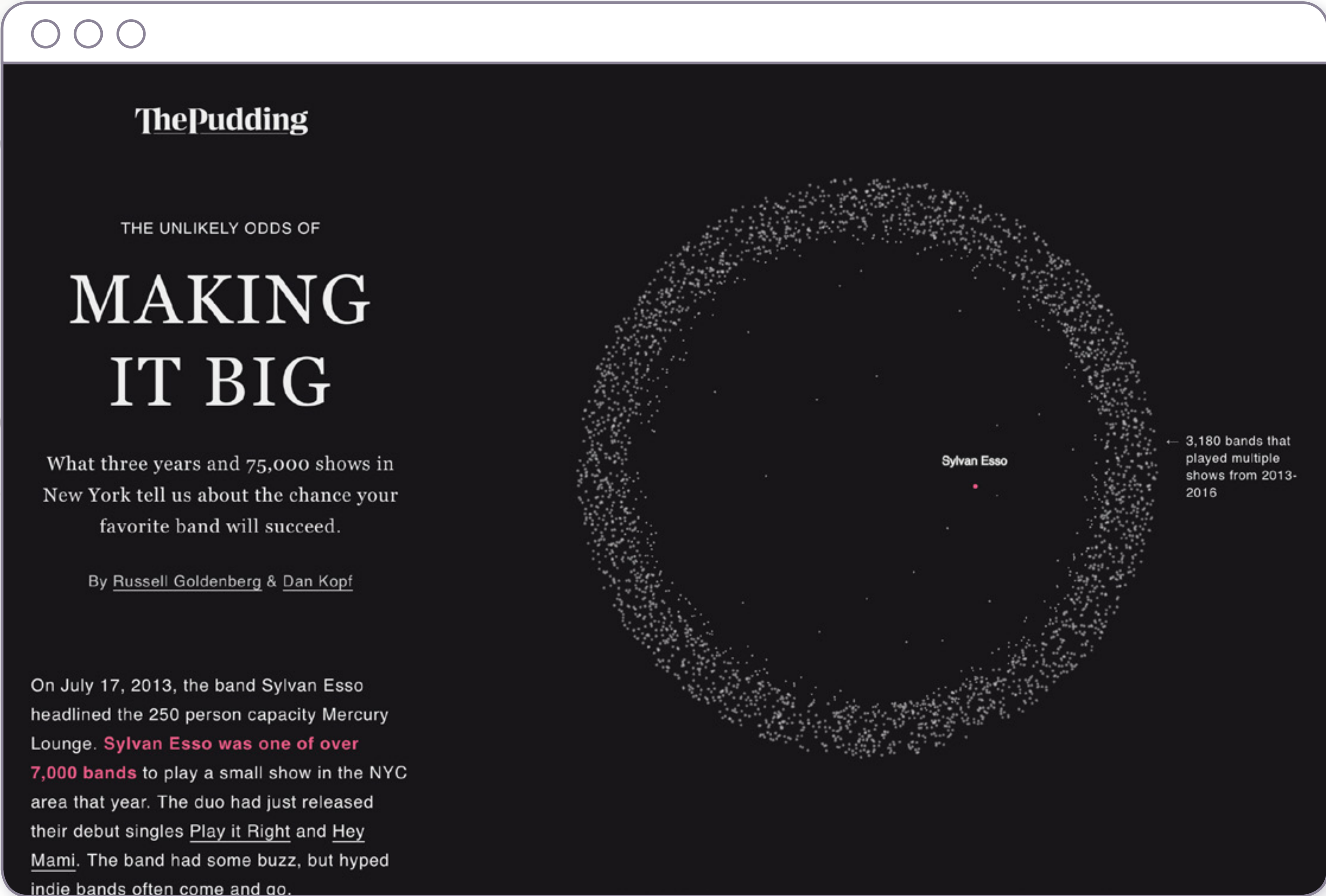
Making It Big

Where Does Coffee Come From by BizBrain.Org
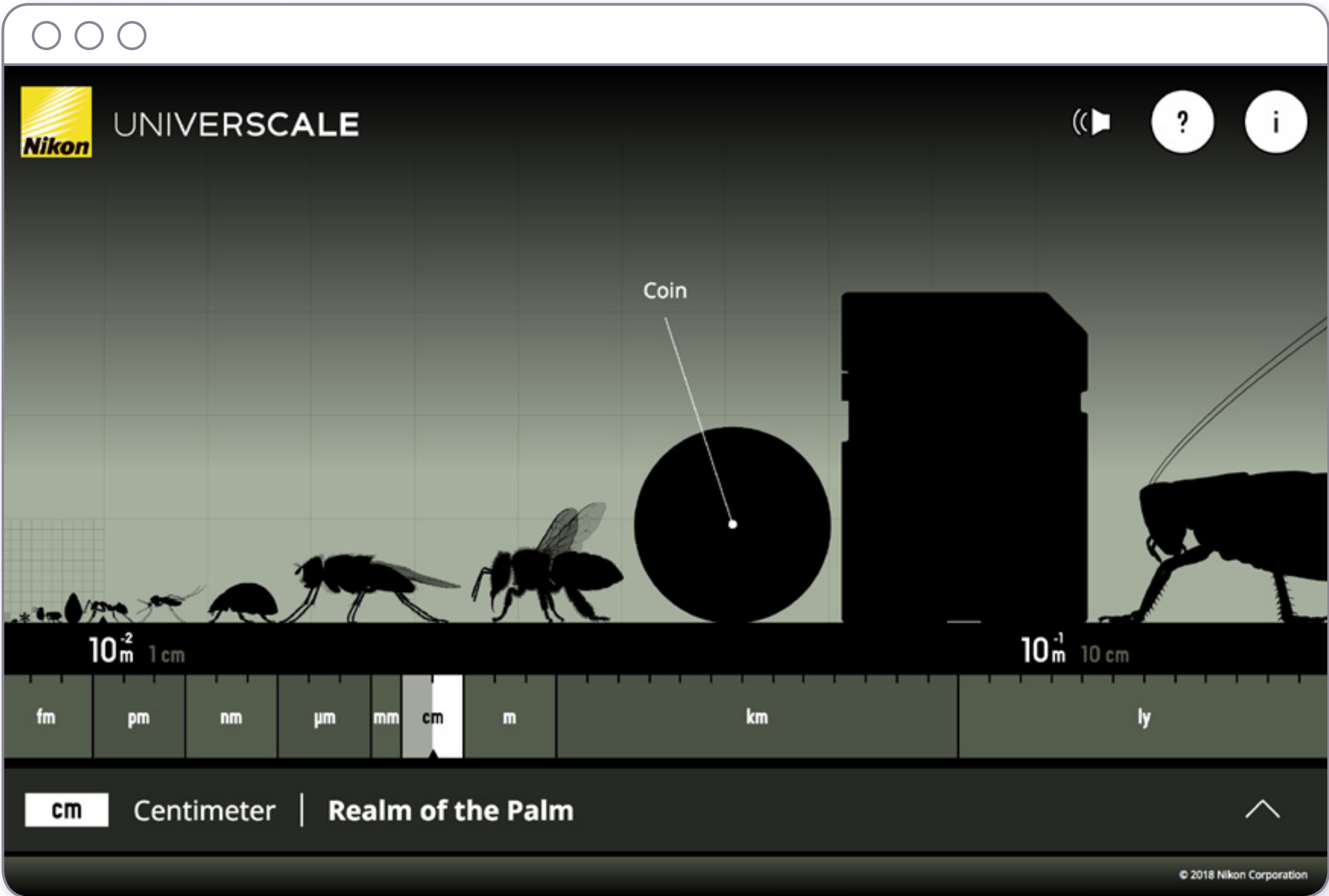
Universcale by Nikon

Examples of Good Data Visualizations
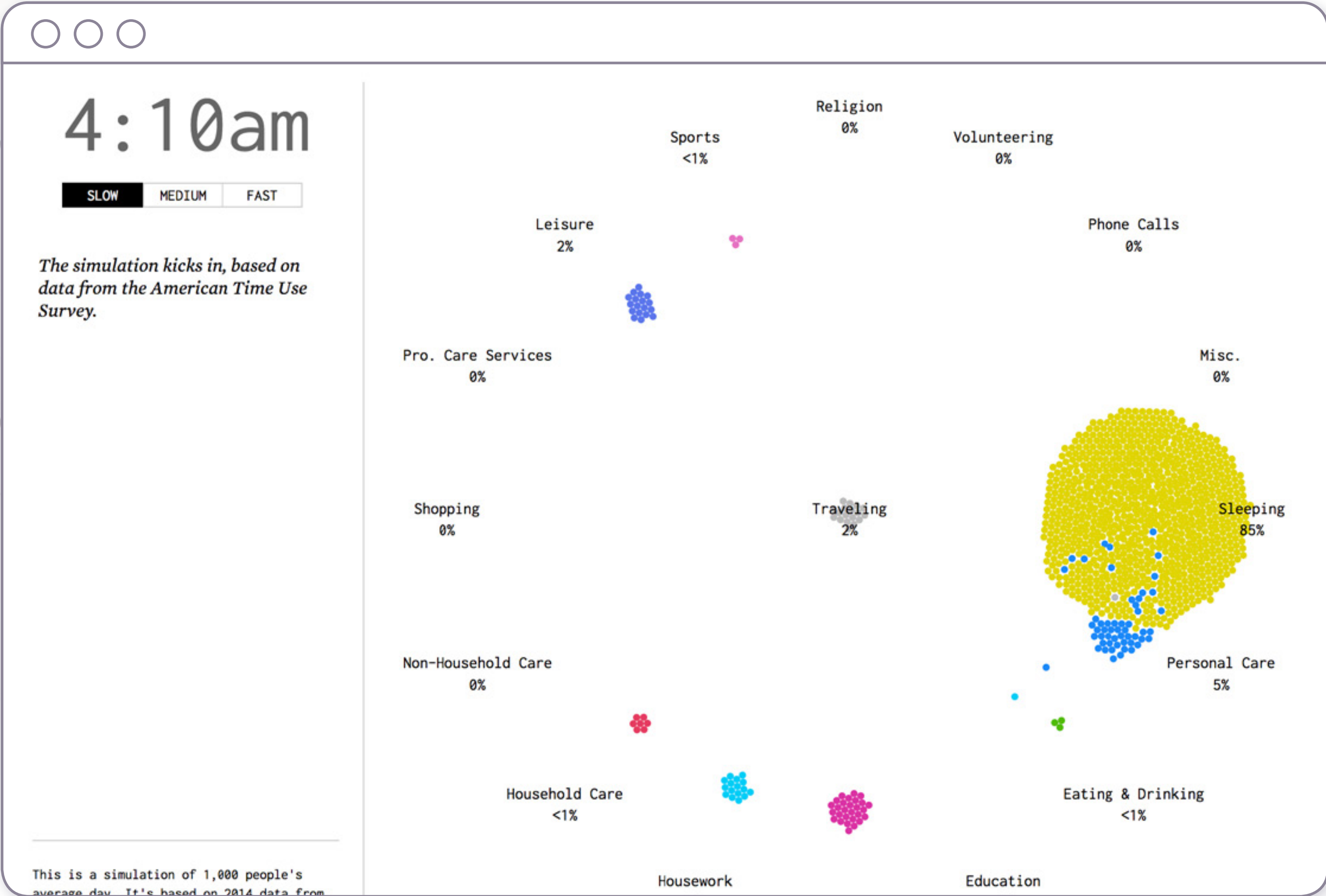
A Day in the Life of Americans by Flowing Data

Languages of the World
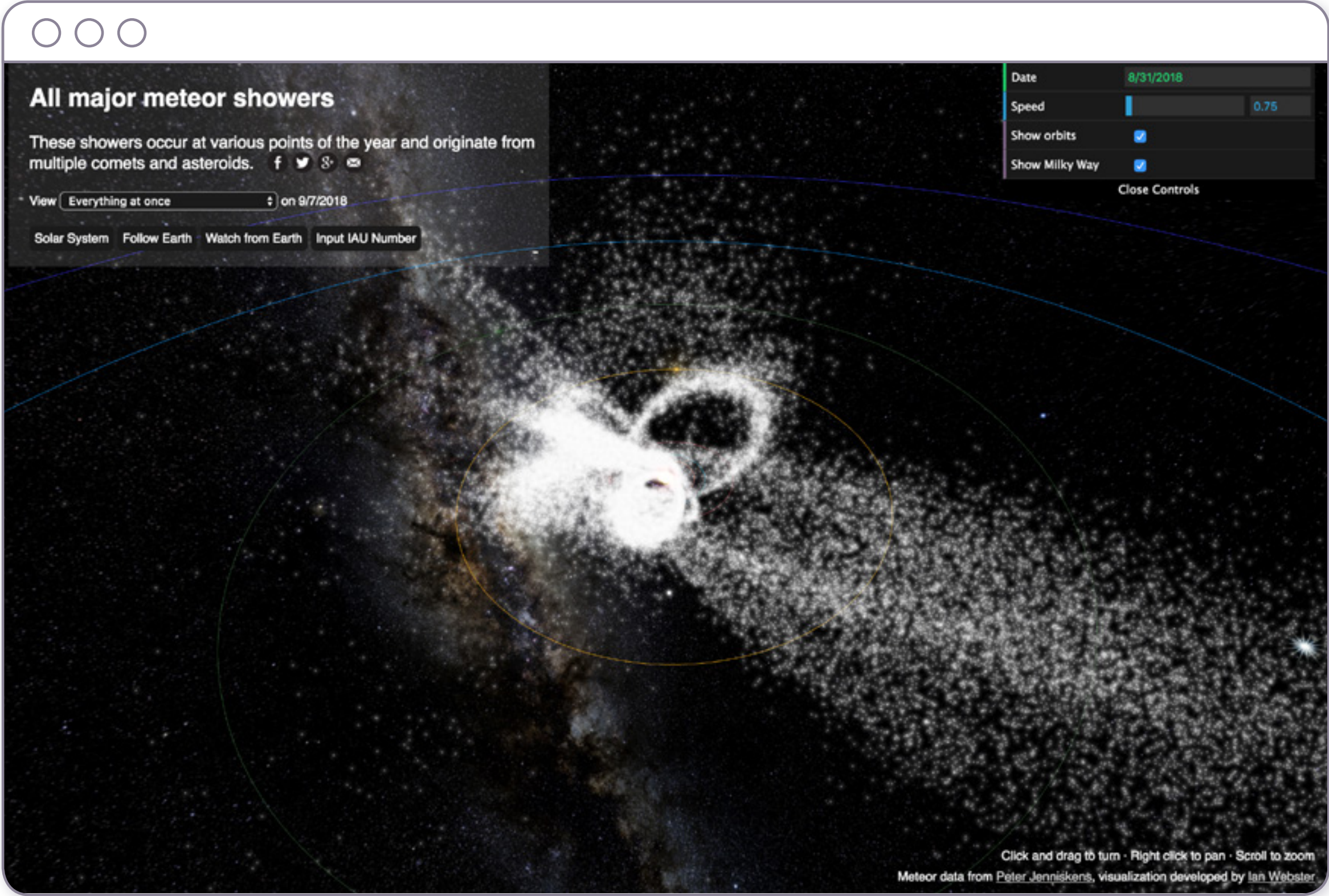
All Major Meteor Showers

09.

PUTTING THE STORY TOGETHER

Now that you have gathered your materials and data, it's time to put your story together. Think about the story arc we talked about earlier.

You want to entice your reader with an introduction to the problem, how your hero came to explore solutions, what the solution was, and how the problem was resolved. This creates a sense of suspense and will keep your reader engaged with your story until the end.

☑ **What to Include in a Case Study**

Most case studies include a few elements:

- **A bit about the company or the person to set the context**
- **What the customer's challenge was and how they tackled that challenge**
- **Why they decided to buy your product or service**
- **The customer's results from using the product or service.**

For example, let's say you work at Harry's. A case study may include the amount of money your customer spent on razors in the previous year compared to when they switched to Harry's. You can show how much money they saved, how much time they saved, and how others can do the same. In the end, you want others to find the same success as your case study participants. Focus on why they chose you over another company and give real data on the improvements they saw.

☑ **How to Format a Case Study**

Case study formatting depends on the medium. If it's a webpage, showcase the results right off the bat. *HubSpot* includes snappy headlines that cut right to the chase of how a certain company found success. After highlighting the results, format your case studies in this order, then adjust as you see fit:

1. ***Customer Bio*** (keep it short and simple)
2. ***The Challenge***
3. ***The Solution*** (+ Rationale)
4. ***The Results***

☑ **Testimonials**

Within your case study, including direct quotes will help bolster your argument that your customers do indeed like your product and find it useful. Once you have some compelling quotes (and permission from your participants), testimonials can be repurposed throughout your marketing. Cut out some quotes for social media, customer/prospect emails, and directly on your website. Testimonials are a powerful way to convince prospects that you are trustworthy and that they will have a similar experience.
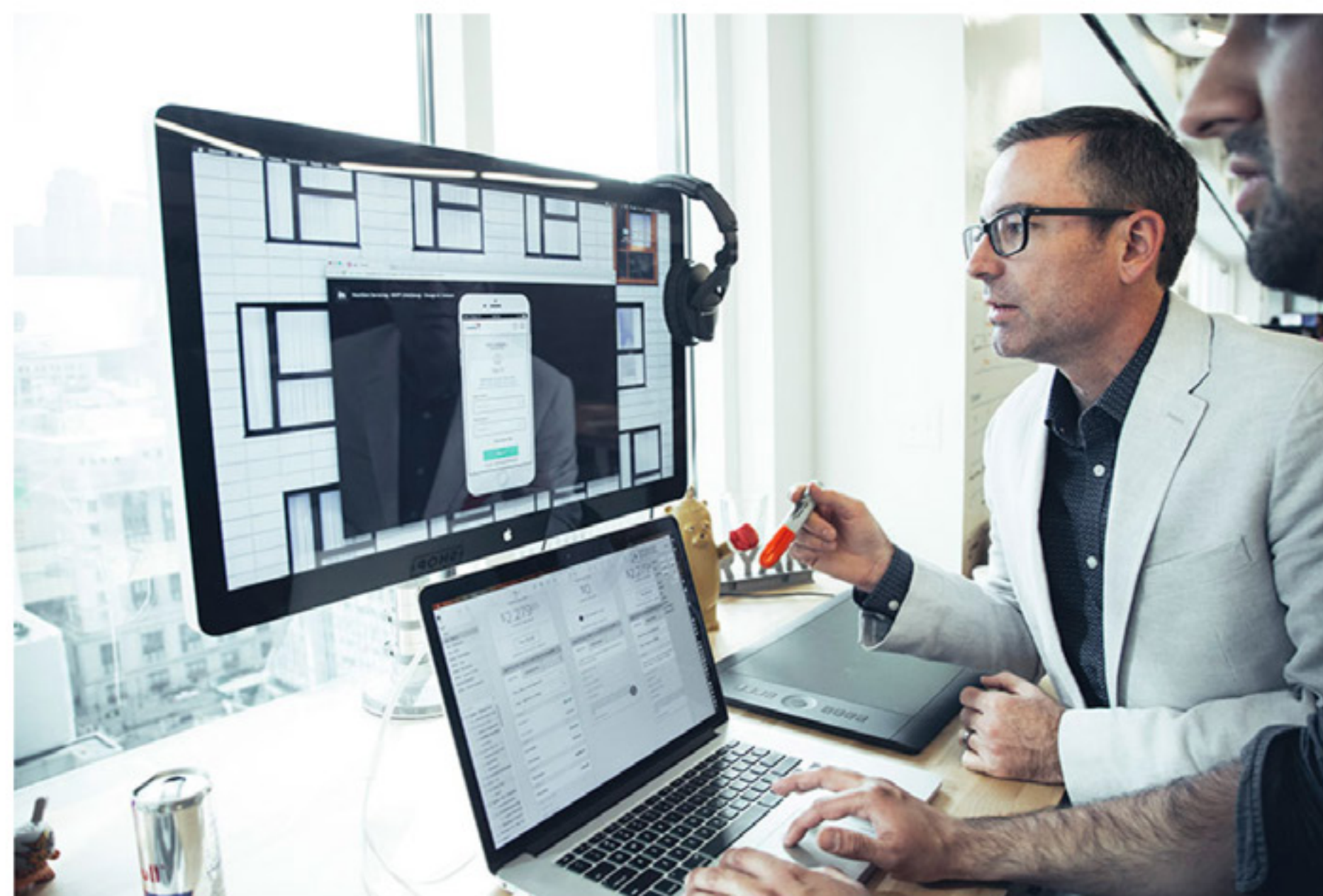
10.

7 EXAMPLES OF BEAUTIFUL CASE STUDIES

InVision App Capital One Case Study

"Design flourishes when you have the ability to tell a compelling story around human and business impact. InVision's great for helping us get sign-off on designs—and it acts as a system of record, too."

Using a human-centered lens to meet modern customer needs

READ >

Adobe Nissan Case Study

Adobe Customer Story

Delivering on customer expectations.
Nissan builds long-term, trusted relationships with customers through Adobe Experience Cloud.

NISSAN

"If we can understand each customer's needs, we can provide infinite options."
Mr. Moyuru Kudo, Head of Japan Digital Customer Experience, Nissan Motor Co, Ltd.

SOLUTION
Adobe Experience Cloud solutions including:
• Adobe Marketing Cloud solutions: Adobe Experience Manager, Adobe Target, and Adobe Campaign
• Adobe Analytics Cloud solution: Adobe Analytics

RESULTS
Increased **CONVERSION RATES** with optimized content

200% **HIGHER** open rates and click rates with custom emails

Increased vehicle **SALES** with ability to analyze content

Improved communications to **REDUCE** the sales cycle

READ ›

HubSpot Shopify Case Study

Importance of Speed in Sales

As soon as Loren made the decision that his team was going to adopt HubSpot's new CRM and HubSpot Sales products, it was easy to get the rest of the company on-board. Where other systems are made up of dozens of tools and complicated features to learn and customize, HubSpot CRM is designed to get sales teams, like Shopify, started quickly and keep them focused on selling without changing the way they already do things.

Another immediate benefit they saw was the amount of time saved by using Email templates. Using Sidekick for Business, Shopify is able to easily track email opens & clicks, save common or popular email templates, and schedule follow-up messages to prospective clients. In sales, for any business, there is typically a lot of emails going back and forth. With HubSpot's templates and tracking, there is no need to rewrite standard emails for every situation. Loren shares, "the ability to create a template in Sidekick for Business is really valuable and frankly, very well thought out."

READ ›

Think With Google + Johnson & Johnson Case Study

Wistia Pyramind Case Study

"We saw that we could have better reach and better quality in how we touched people, plus deeper insight into the consumer journey."
-Chrystèle Lacombe, Marketing Director, Johnson & Johnson France

-2%

100%

COST PER UNIQUE VIEWER

1:19
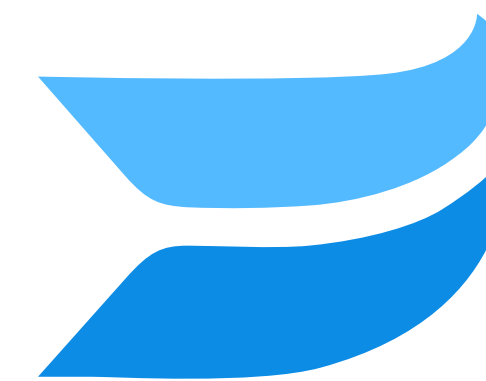
Generating leads with video

It's one thing to host videos on your site to create a sleek, customized design that makes your brand stand out. But when you can offer your viewers something of added value while they watch and capture their email addresses at the same time? Then you're really showing your video prowess.

READ >

READ >

YouTube +
Majestic Heli Ski
Case Study

READ >

Twitter +
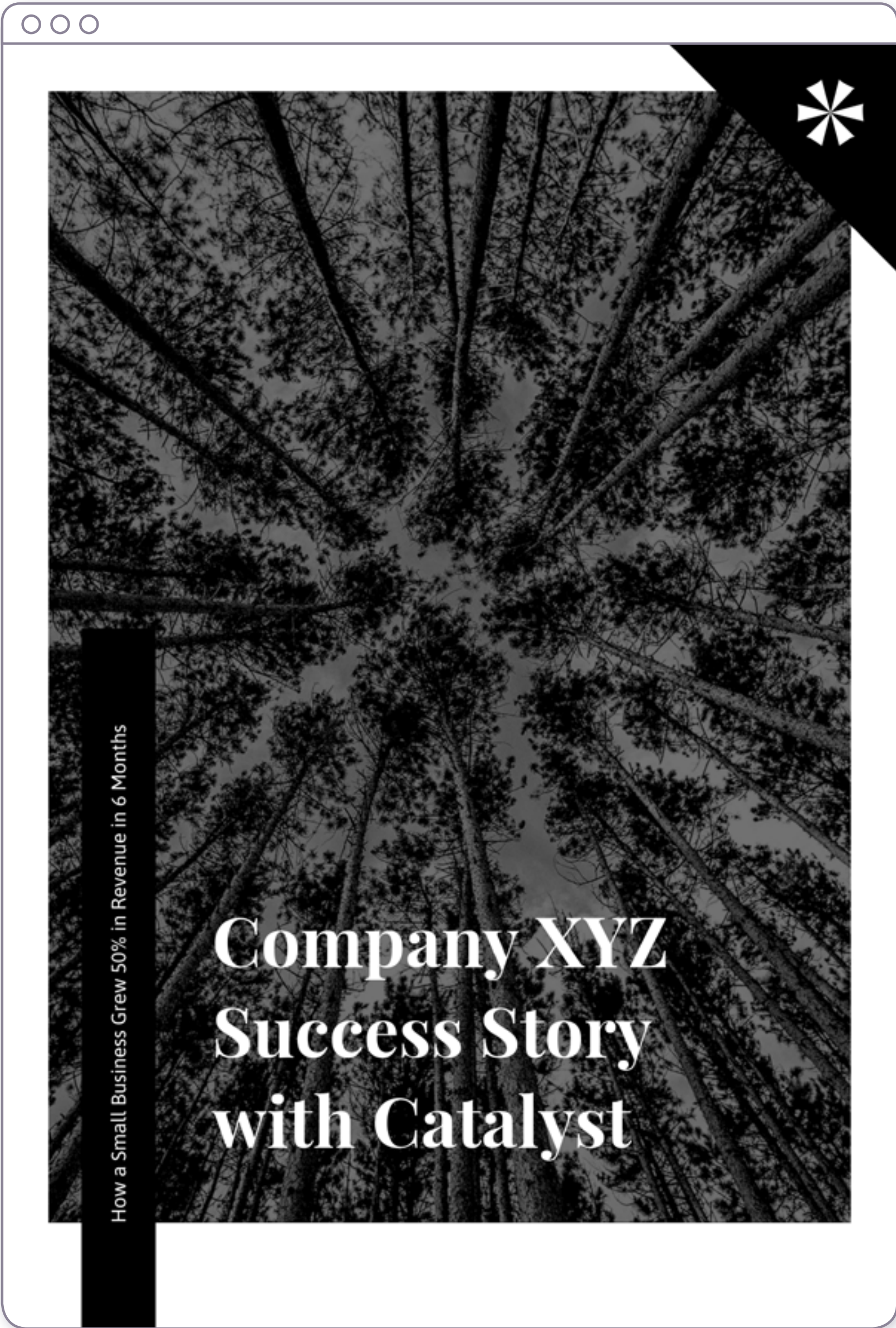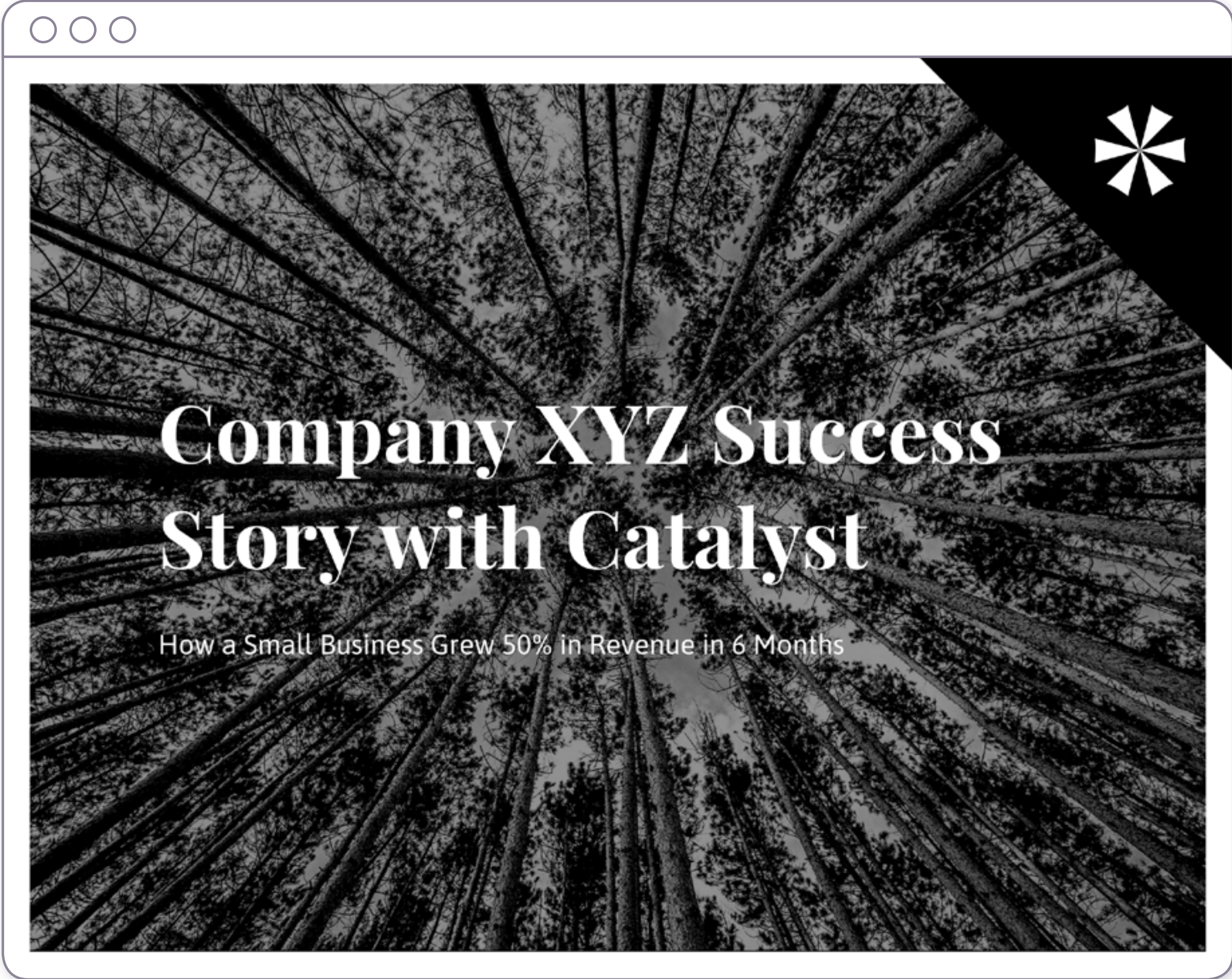## Bahia Principe
Case Study

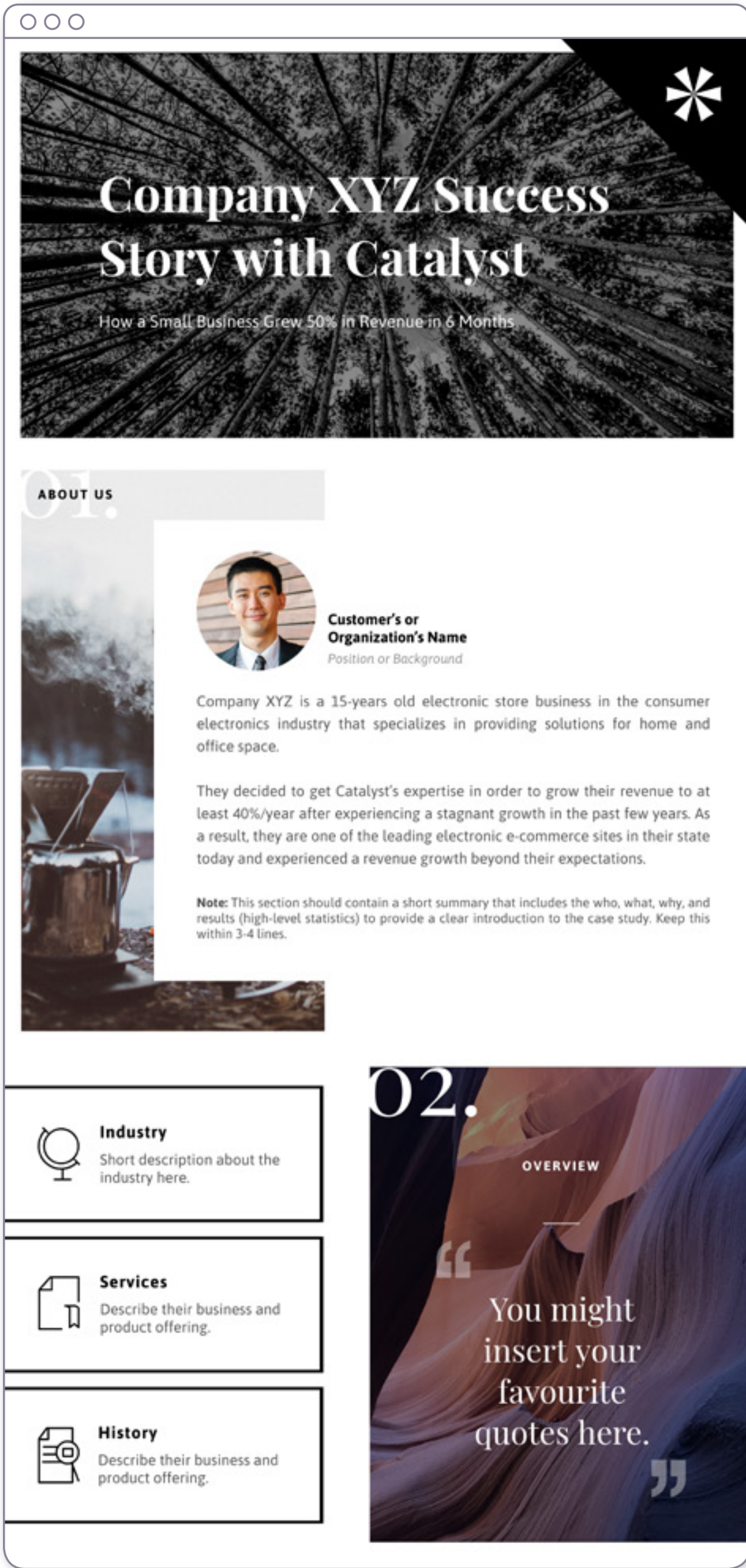**READ >**

CASE STUDY
TEMPLATES

Try out our easily customizable templates to create your own customer story in a visually appealing manner. We've made these templates in the format of an *infographic*, *presentation*, and *report* – so we've got it covered for you!
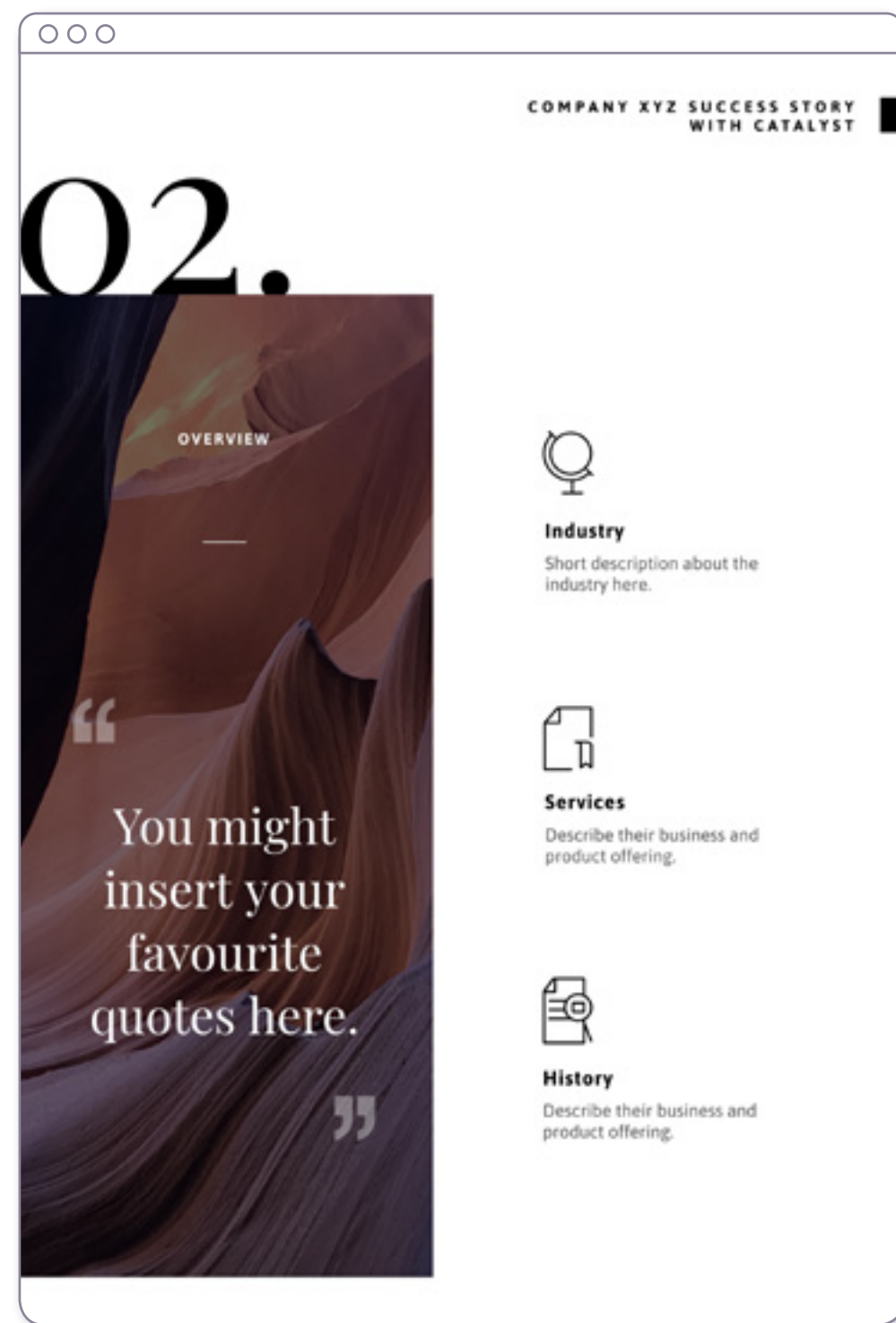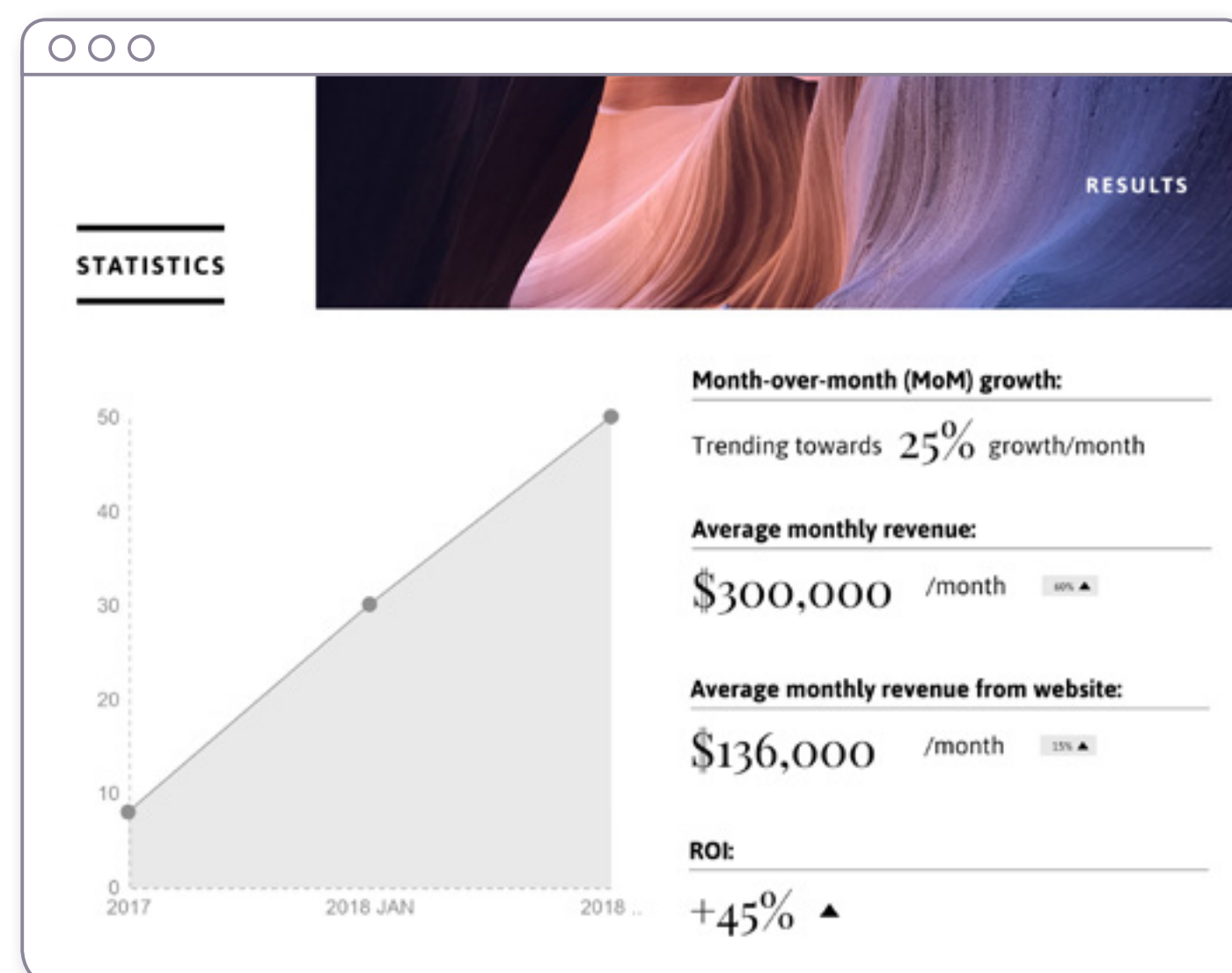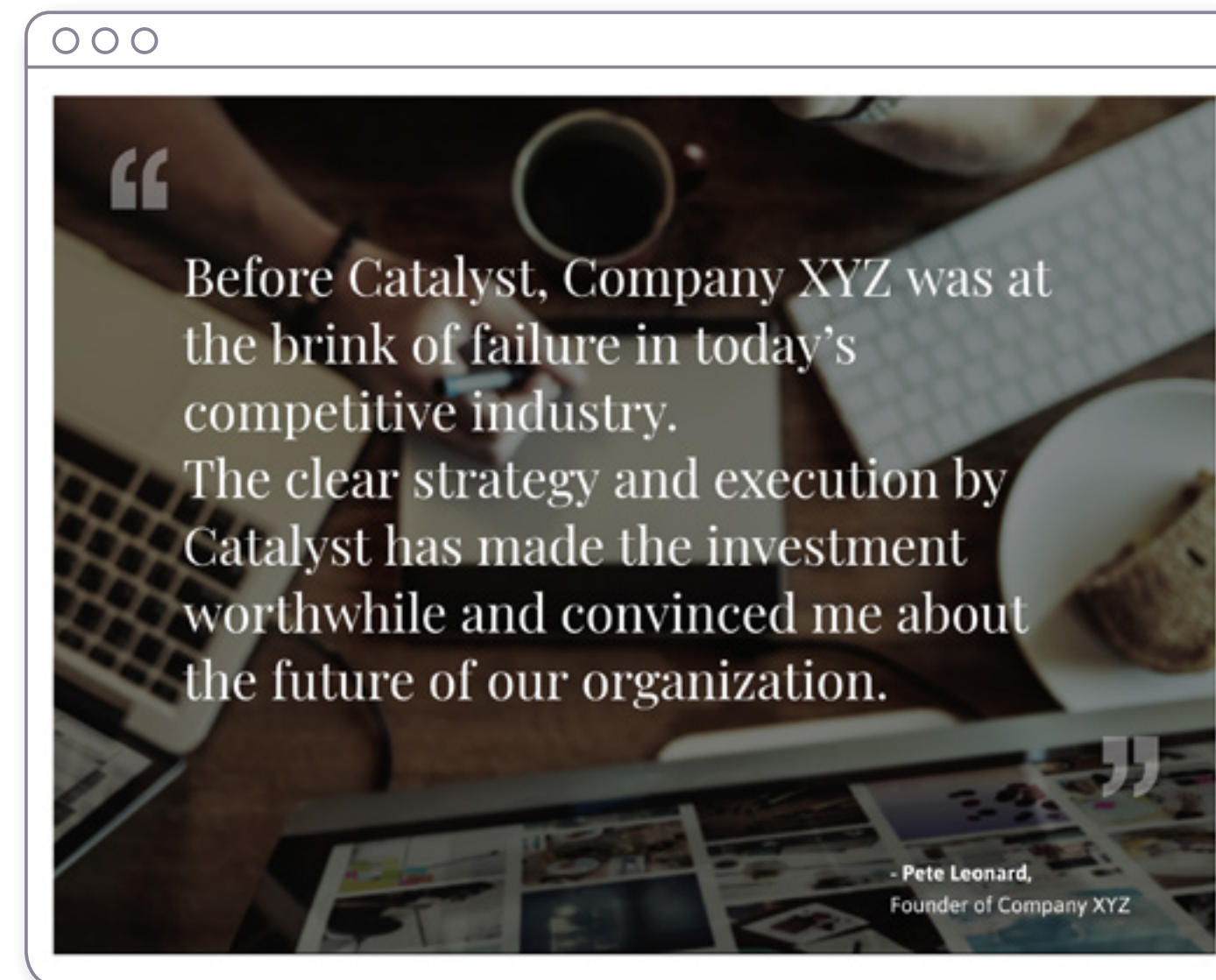
REPORT

PRESENTATION

INFOGRAPHIC

Instead of lengthy write-up about your product, showcase it with a simple and digestible overview.

Your product contains customer stories that are worth telling, so why not present their testimonials in a compelling and convincing manner.

Before Catalyst, Company XYZ was at the brink of failure in today's competitive industry. The clear strategy and execution by Catalyst has made the investment worthwhile and convinced me about the future of our organization.

- Pete Leonard,
Founder of Company XYZ

Visualize your complex data and statistics with charts, icons, images, and more to get your insights across beautifully.
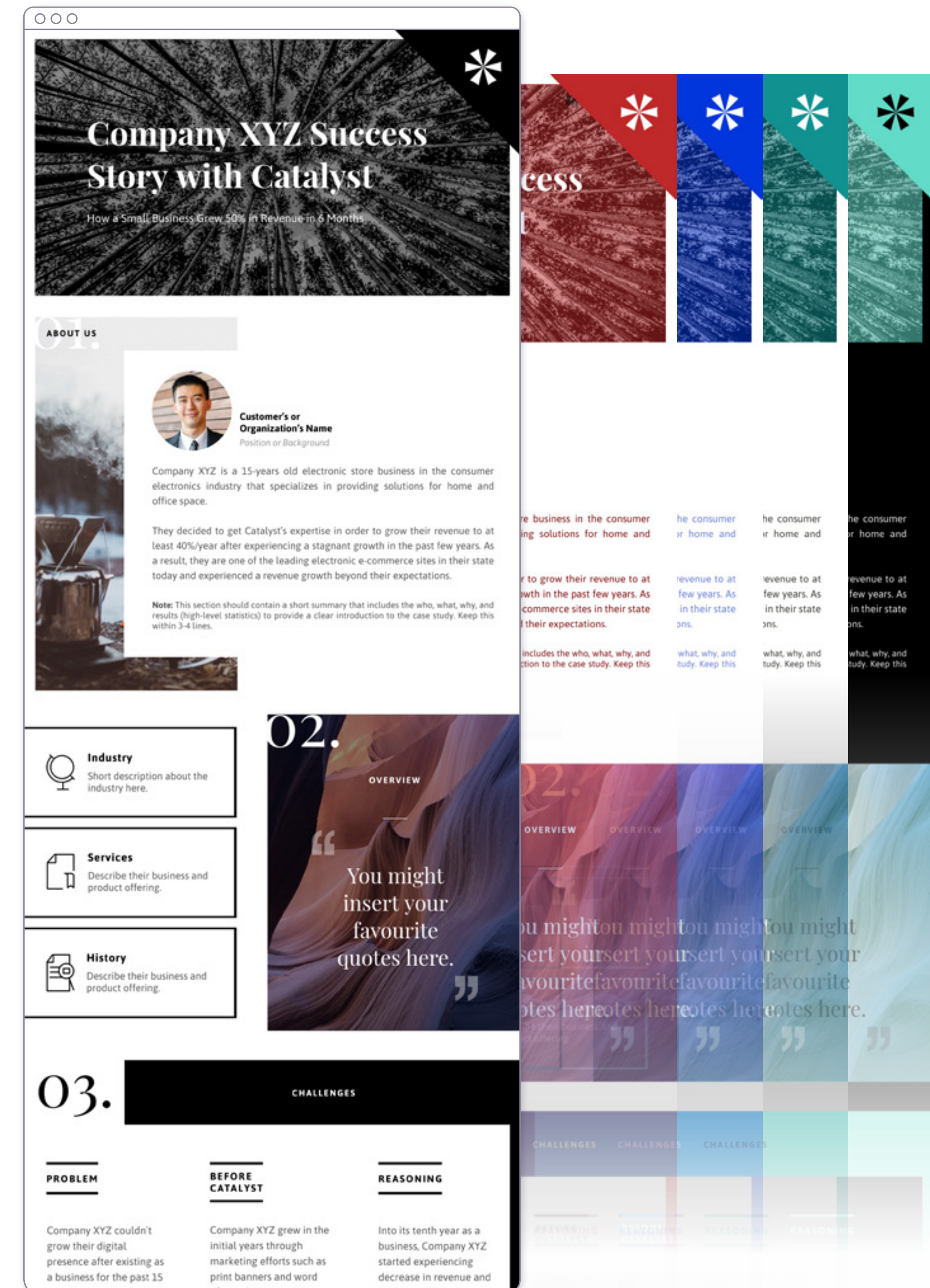
Professionally chosen color schemes and an array of color choices for you to choose from – all in a single click!

Create your own now!

GET STARTED ›

PIKTOCHART

Piktochart is a simple, intuitive tool that helps you tell your story with the visual impact it deserves – serving more than 11 million users worldwide.

SIGN UP >

Get started with a free Piktochart PRO Plan for 10 days! Enter the code "**VISUAL30**" *here*.
valid until Jan 31st, 2019

Looking to collaborate with your team? Try Piktochart for Teams for free *here*.

HubSpot

Software to fuel your growth and build deeper relationships, from first hello to happy customer and beyond.

With HubSpot's marketing, sales, and CRM software, you can focus on generating leads and revenue and forget about managing a stack of scattered tools.

GET STARTED >