mimecast

Customer Interviews

When you sell products and services that benefit customers at the level Mimecast's do, you have no shortage of people willing to go on the record. However, this can be a tricky process with cybersecurity customers. They tend to worry that their own customers and prospects might think their business is not as secure as it should be. Therefore, we work closely with customers when creating video and written case studies to ensure they feel comfortable sharing their story.

This always starts with a face-to-face interview. To prep, I send the interviewee a list of questions and topics we will cover. I ask them, if they have time, to provide short written responses to give me an idea of where to steer the conversation and dig deeper during the actual interview. I also ask for feedback on the questions in case they want to cover something not listed.

I schedule a one-hour meeting using Zoom or Microsoft Teams and conduct the interview, recording it for later review. Using the customer's written replies and the recording, I draft the written case study. Once the draft is complete, I work with the customer to get it reviewed and approved by all necessary parties on their end.

After securing approval, I work with our internal design team to lay out the case study into our template. The case study is then posted to Mimecast.com and integrated into our content marketing pipeline, which includes features in newsletters, emails, and social media posts. Following the written case study, I ask the customer about doing a video case study. If they agree, I collaborate with our internal video production team to handle the filming details and review the final video before it goes live.