

Content Samples and Client Case Studies

Content writing and editorial planning for AEC,
property management, and B2B SaaS



AEC Content Samples



**Every Jobsite Requires
Compliant Signage:
Are You at Risk?**

[Read the blog.](#)



**How to Turn Linked
Construction Documents
into a Competitive
Advantage**

[Read the blog.](#)

B2B SaaS Samples

Zendesk vs. LivePerson

Don't put limits on your customer service. See why people choose Zendesk vs. LivePerson for a customer-centric solution that quickly shows its value.

[Start your free trial](#)[View demo](#)[Read](#)

Stop Sales Spats in Their Tracks with the New SAME AGENT Feature

[Read](#)

Breaking News: Sleeping In On the Weekend, Late Workday Lunches Reduce Market Times

[Read](#)

B2B SaaS Samples



[Read](#)

Top 10 Dixa alternatives and competitors for 2024

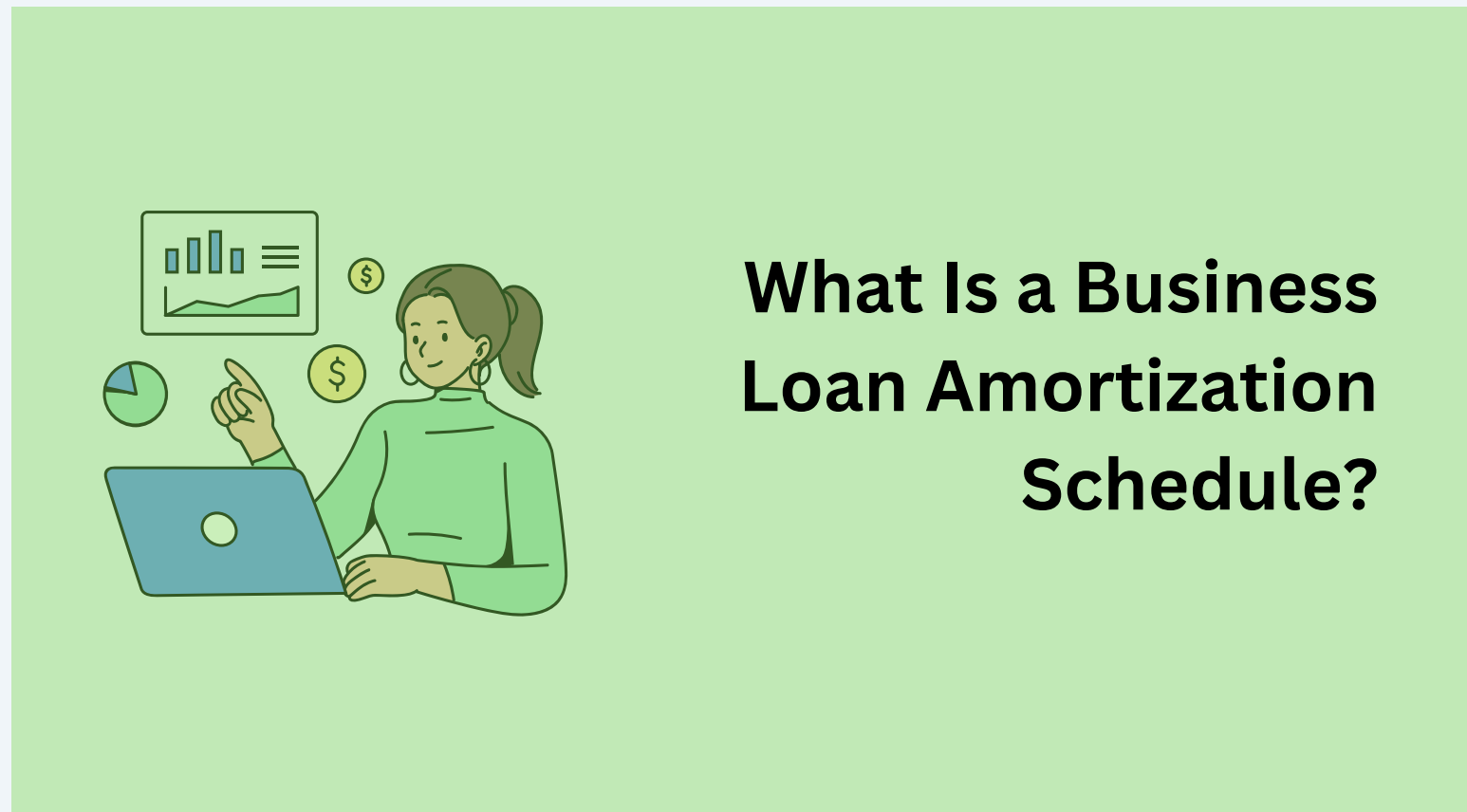
Reliable, scalable, and proven—that's what makes great customer service software. Discover a tested Dixa alternative you can count on to help you care for your customers for years to come.

[Start your free trial](#)

[View demo](#)

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Finance Content Samples





[Read the blog.](#)




[Read the blog.](#)

Personal Writing Samples



Chris Meyer  • You

Content Strategist | Writer | Case Study Specialist

2mo • 

This company steals its own customers' ideas and uses them on their website.

The worst part? They're not even hiding it.

Now I'm not one to name names...

[Read](#)



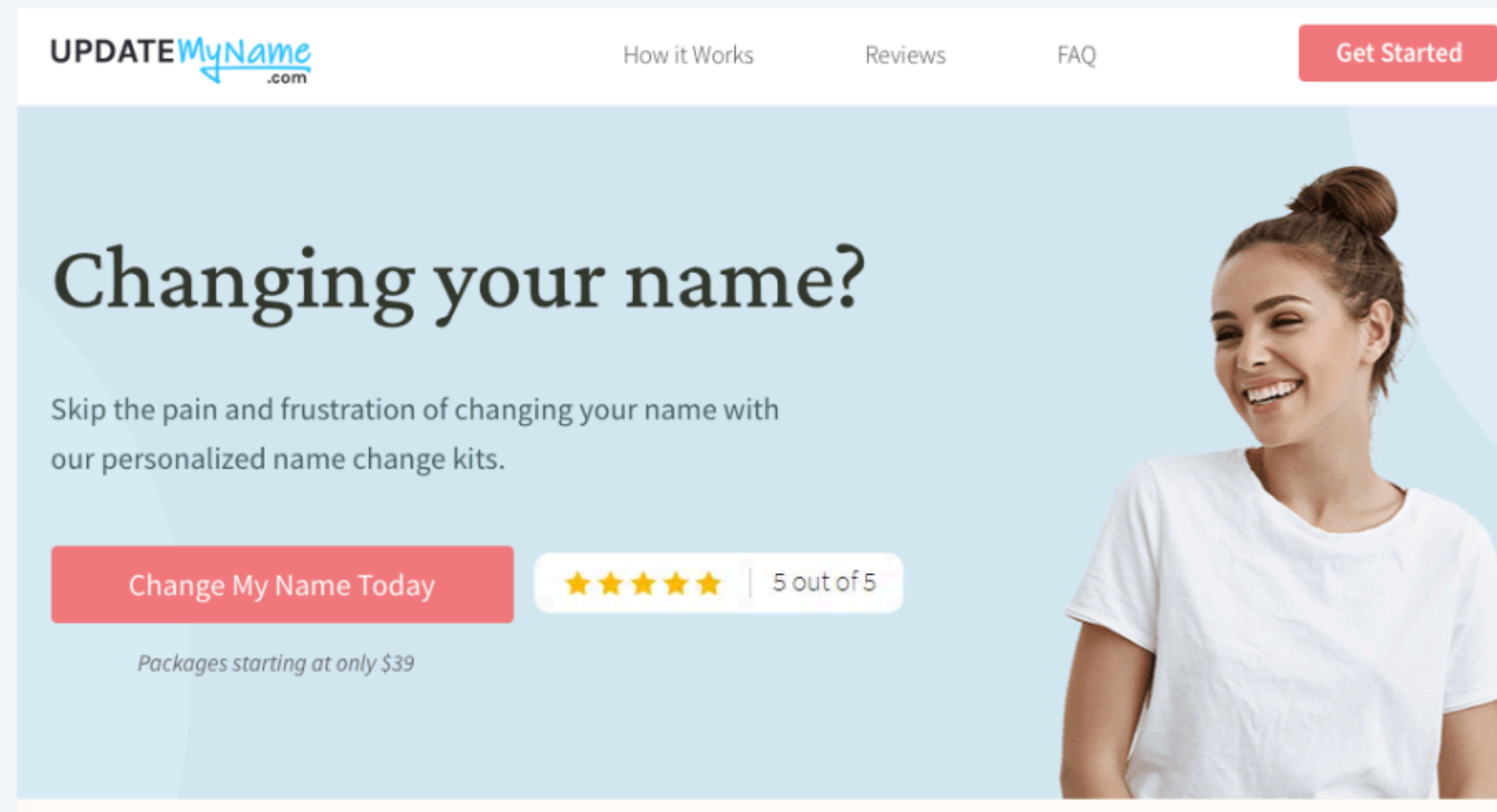
[Read](#)



Keep Readers Hooked With
This Copywriting Technique

[Read](#)

SEO Content Project Walkthrough



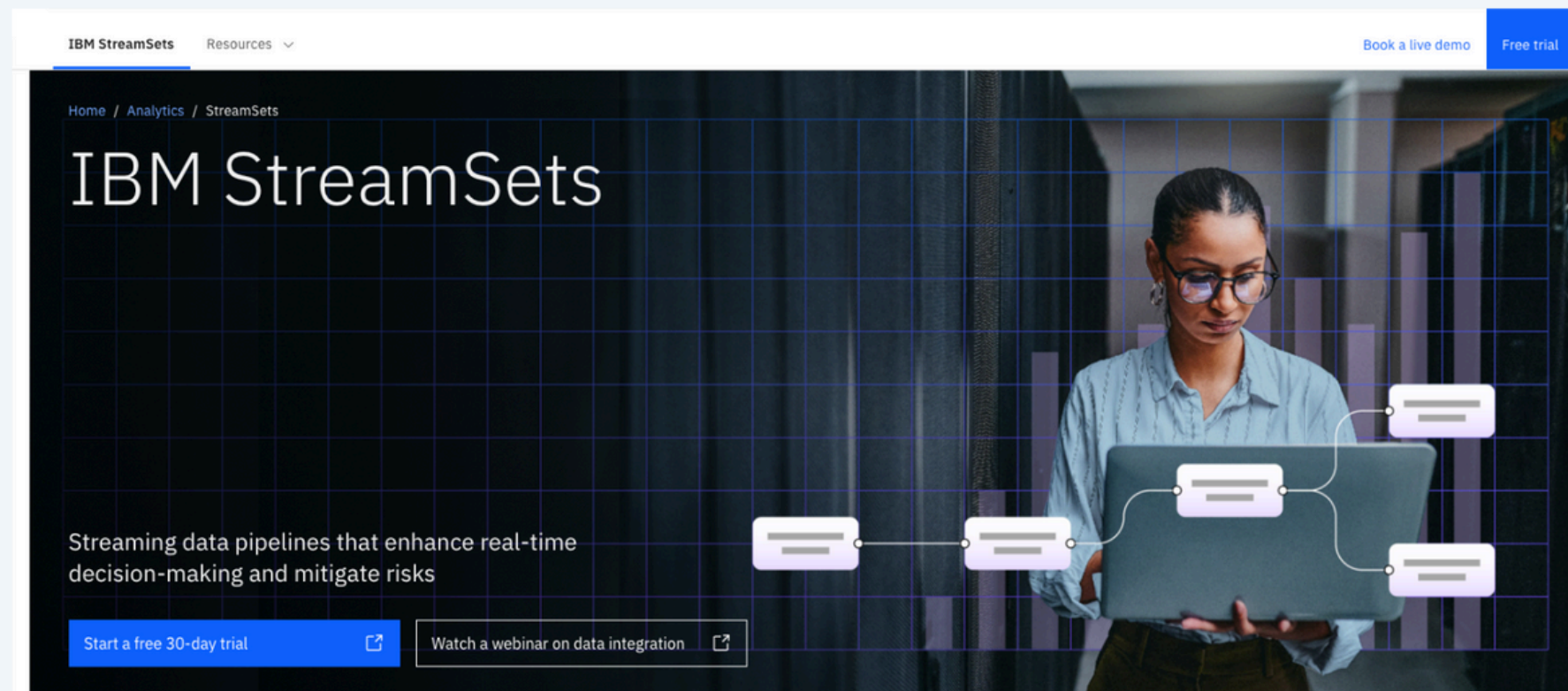
“Chris was great at creating and implementing a comprehensive content plan for us and has great communication skills. I would recommend Chris without hesitation to anyone looking to improve their content marketing.”

**Tommy Fountain, Director of Ad Operations,
Phunware, Inc.**

**30 organic visits/month to 500
visits/month with 6 pages**

[Watch my video
walkthrough](#)

SEO Content Project Walkthrough



“Chris really knows SEO and content. He asked great questions to assess our needs, did the research, and came back with an actionable list of tasks with insight into how to measure success. We are already considering Chris for more work. He was responsive and worked well under deadline.” ”

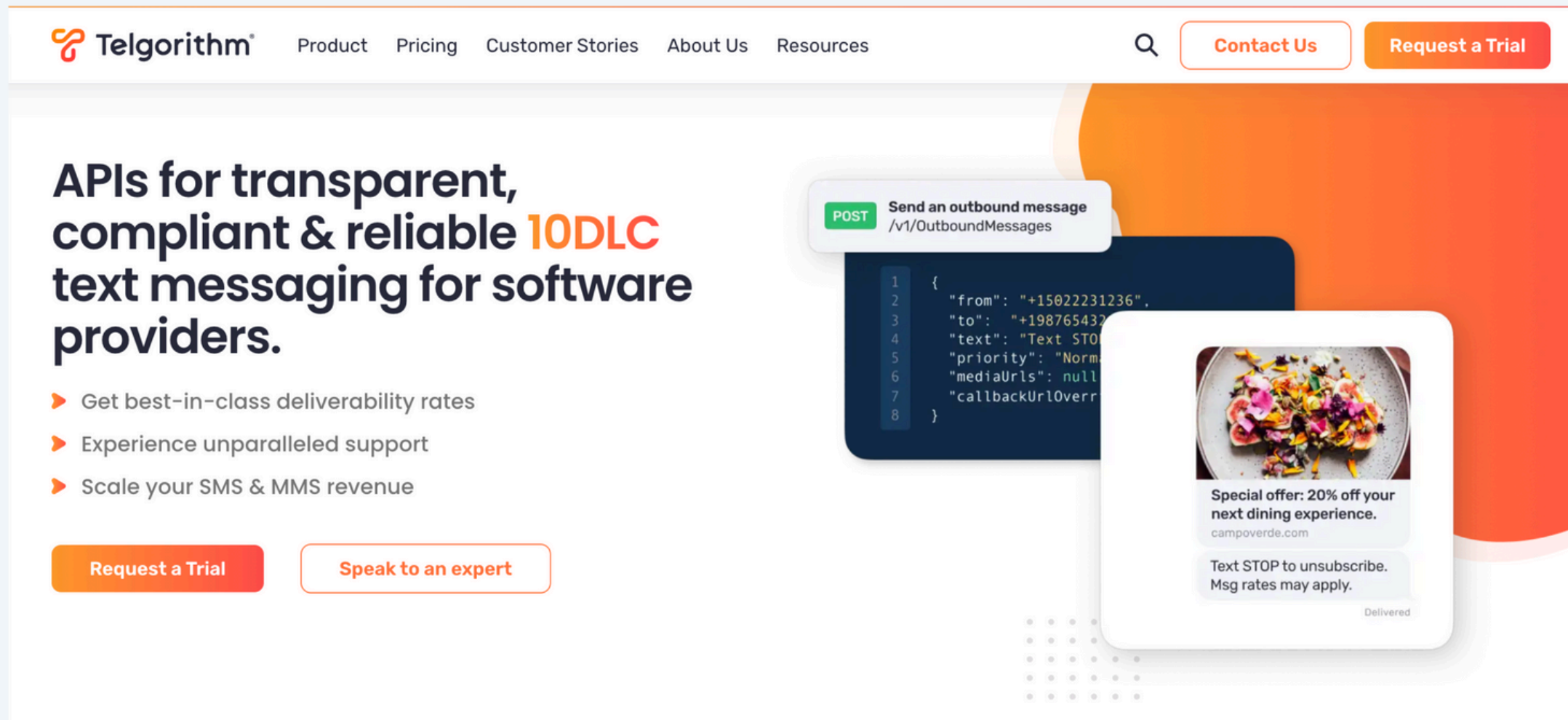
Karen Henke, Director of Web & Content Strategy, StreamSets (Acquired)

Within 8 months of publishing 6 pages, the content was generating 150,000 impressions and 1000 clicks per month.

A year later, the 3-month rolling average of total monthly impressions and clicks had increased by 96% and 49% respectively.

[Read the case study.](#)

Technical SEO Project



“Chris has been fantastic to work with. He has a lot of experience in the SaaS space and helped get our startup on the right track for longterm SEO success. He was able to work with both our marketing team and developers to get everything set up correctly.

We would definitely recommend hiring Chris and plan to work with him again in the future.”

Samantha Carreira, Senior Marketing Manager, Telgorithm

[Read the case study.](#)

Results:

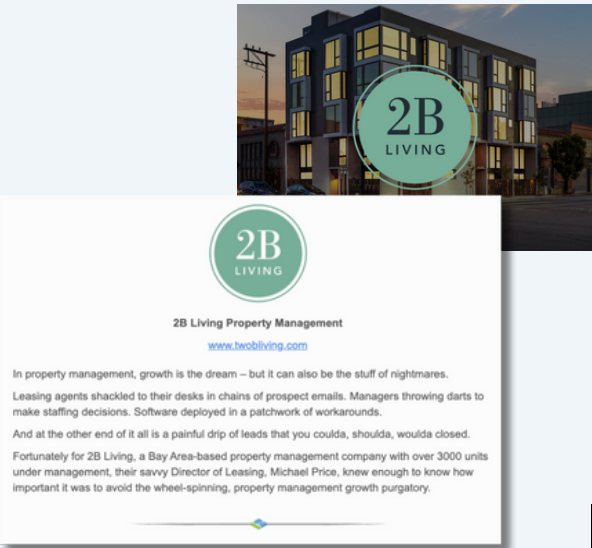
- Avg. weekly clicks increased by 92.5% from 38 to 74
- Avg. weekly impressions increased by 2X from 839 to 2752
- Total ranking keywords increased by 4X from 134 to 697

Timeline: 4.5 months

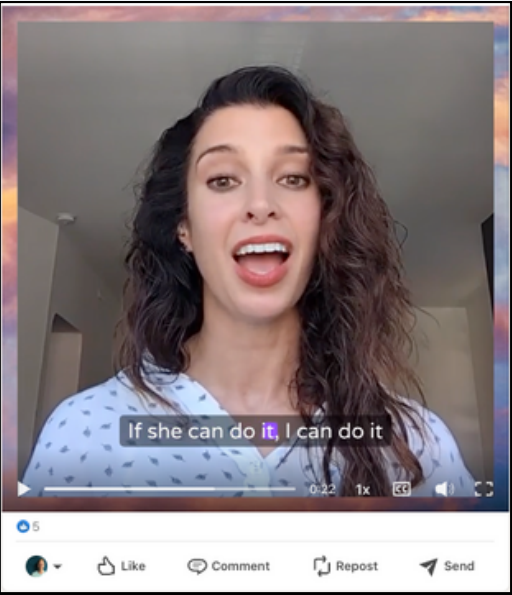
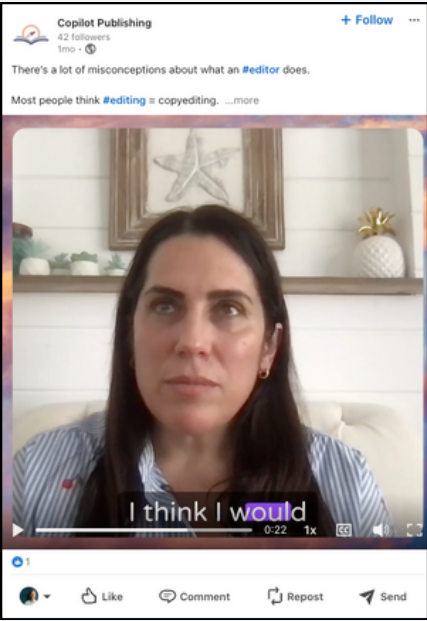
Multimedia Customer Stories

Full Case Study

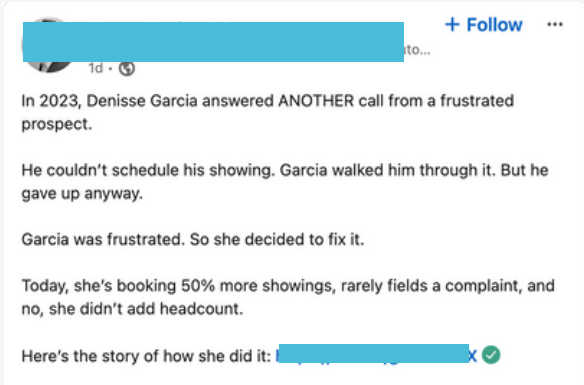
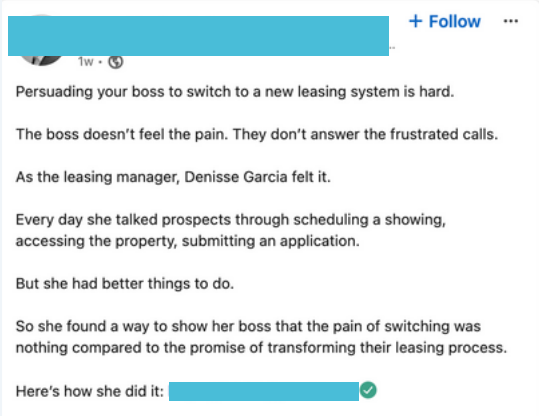
2B Living Solves the Headaches of Leasing at Scale with Wystia



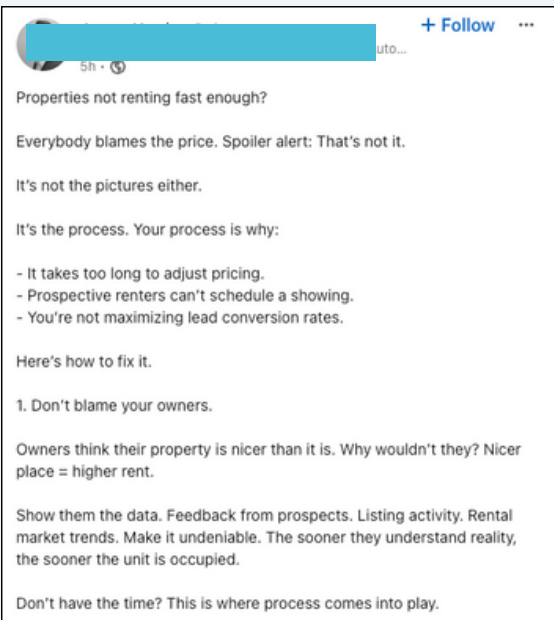
Interview Clips



Promotional Posts



Standalone Posts



Carousels

Acme Transforms Team Efficiency and the Tenant Experience with Wystia

Key Results

- Accelerated data-driven pricing decisions.
- Saved 7.5 to 10 hours per week on scheduling.
- Improved prospect follow-up and tenant communication.

Company: Acme Rentals
Market: Cleveland, Ohio
Units: 374
Types: Apartments, townhouses, & single-family units.

“It’s easy to book showings, easy to ask questions within Wystia, easy to make changes, cancel, etc. We like that leads get a follow-up if we miss their call. 99% of the people who leave a voicemail have already booked a showing before we call them back.”

Robert Kraft, Acme Rentals, Property Manager

Use Cases

- Syndicating property listings
- Nurturing prospective renters
- Leasing performance reporting
- Screening prospects

Challenge

Acme Rentals struggled with manual scheduling processes, excessive email coordination, and time-consuming administrative tasks.

Their leasing operations relied on disconnected tools like AppFolio and Calendly, which required significant manual effort, especially during their busy leasing season.

Solution

Wystia streamlined Acme’s scheduling, follow-up, and data entry processes by automating tenant notifications, integrating with AppFolio, and consolidating leasing data. The implementation included a modern listing gallery tailored to their website and dynamic prospect nurturing to improve follow-up with leads.

Results

- Saved 10+ hours per week with automated scheduling and notifications.
- Reduced agent wait times for no-shows with real time scheduling updates.
- Enabled faster, data-driven pricing decisions using the Listing Performance Report.
- Simplified the prospective tenant experience.

Case Study Samples

2B Living Solves the Headaches of Leasing at Scale with Wystia



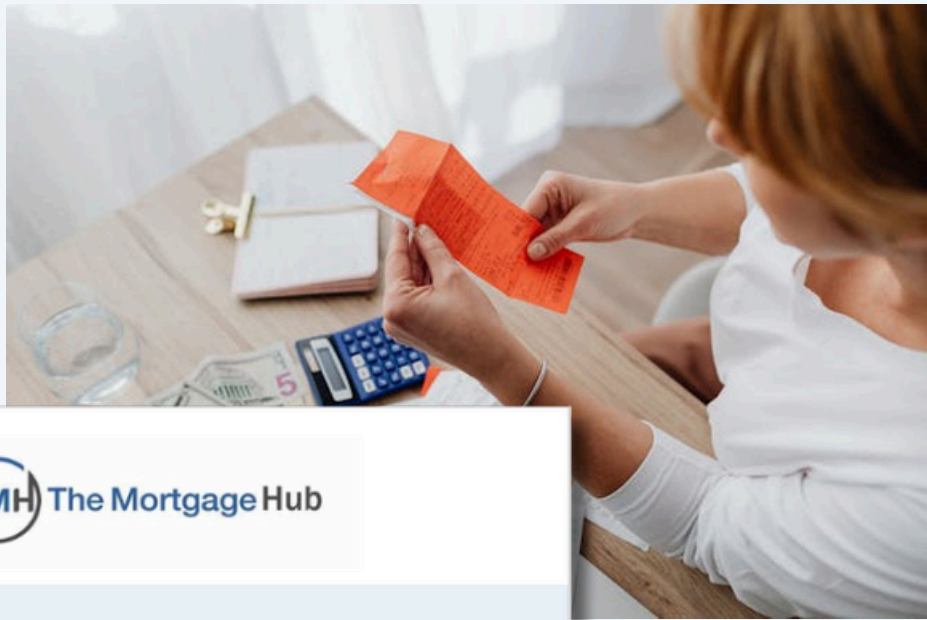
2B Living Property Management

www.twobliving.com

In property management, growth is the dream – but it can also be the stuff of nightmares. Leasing agents shackled to their desks in chains of prospect emails. Managers throwing darts to make staffing decisions. Software deployed in a patchwork of workarounds. And at the other end of it all is a painful drip of leads that you coulda, shoulda, woulda closed. Fortunately for 2B Living, a Bay Area-based property management company with over 3000 units under management, their savvy Director of Leasing, Michael Price, knew enough to know how important it was to avoid the wheel-spinning, property management growth purgatory.

[Read](#)

CPA Funds New Firm with Cash-Out Refinance



CPA Funds New Firm with Cash-Out Refinance

In late 2020, David, a Certified Public Accountant (CPA) needed to raise funds to invest in his new business, which he'd started a year and a half earlier.

Lacking a long business history, David knew taking out a business loan would be an uphill (and expensive) battle. But like many other homeowners, his home's value had appreciated significantly.

Despite this, as a newly self-employed borrower, David couldn't secure a conventional mortgage to pull cash out of his home to invest in his new business.

[Read](#)

Another Case Study Sample

How this Property Manager Slashed Drive Times, No-Shows, and Pointless Leasing Calls

Key Results



Reduced no-shows to property showings by 50%



Automated scheduling and security screening



Cut agent headcount up to 50% during peak rental season



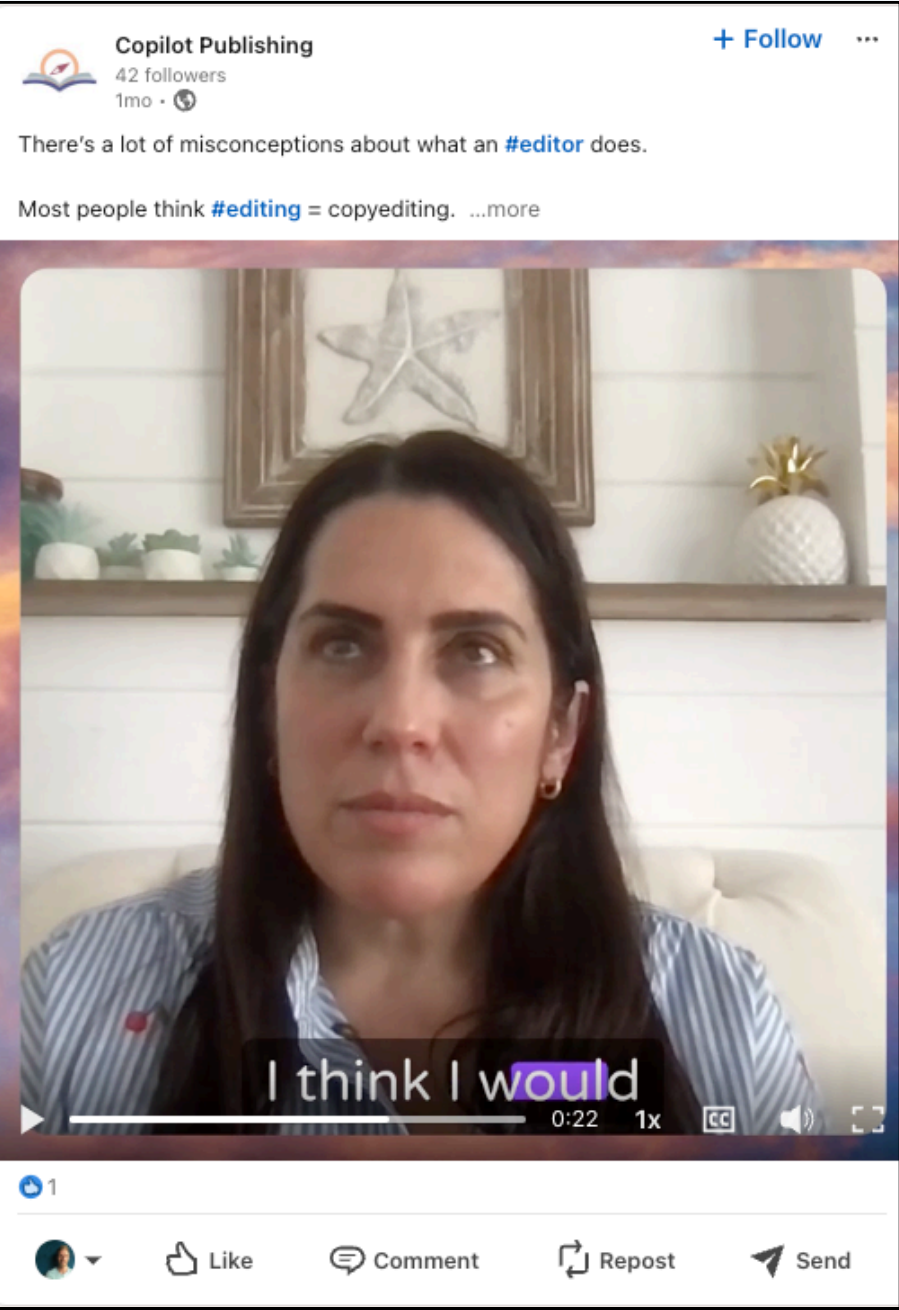
Customer Name
CEO, AH&R

“The remote team really struggled to be efficient with their scheduling. Automating that process made our leasing agents a lot more efficient.”

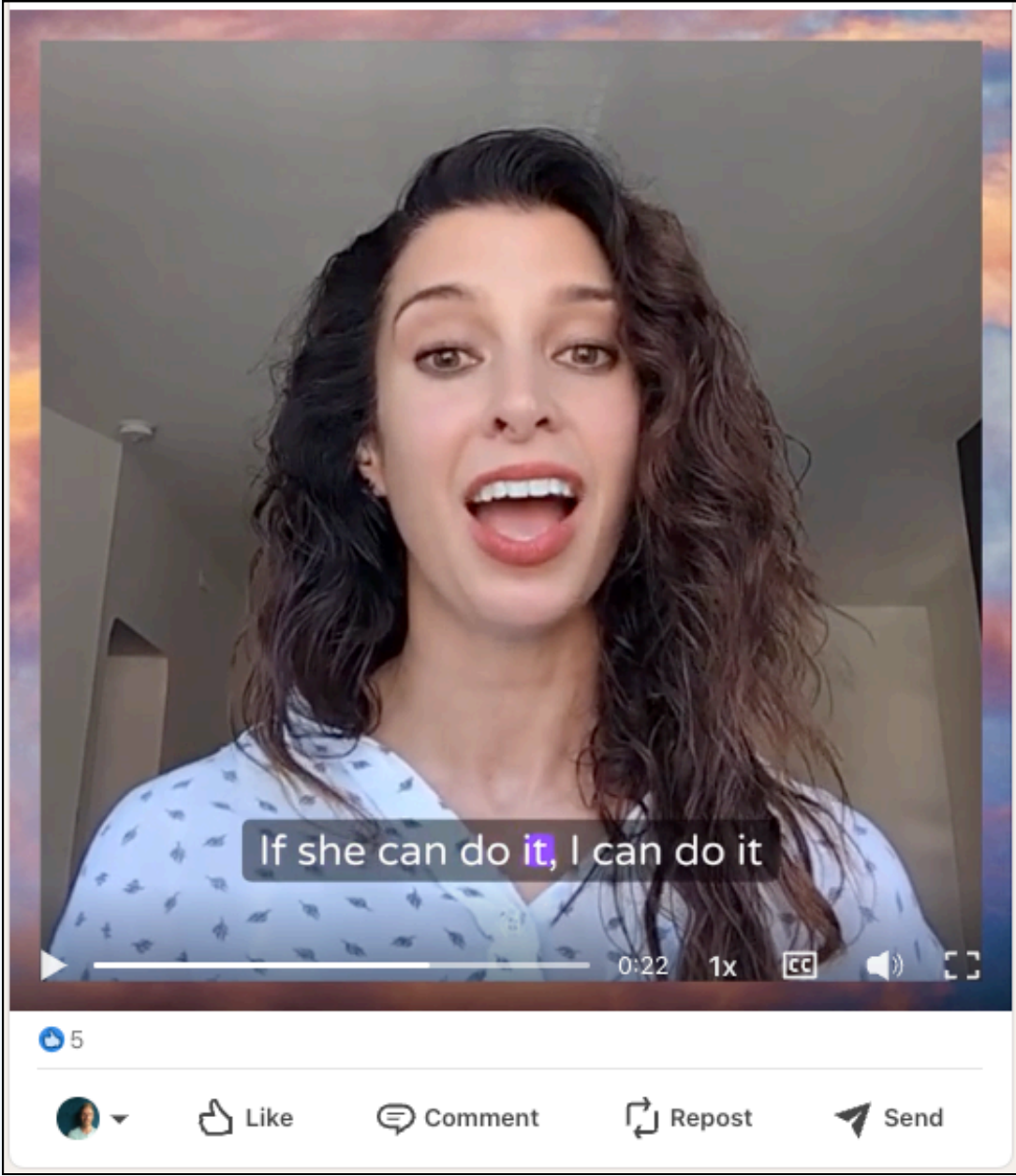
Company Profile	
Company Name	Arkansas Homes & Rentals
Market	Little Rock
Units	800+
Property Types	Single-family and small multi-family
Use Case	<ul style="list-style-type: none">• Automate tenant screening and scheduling.• Outsource leasing calls.• Facilitate secure self-showings.• Provide keyless access to residents and vendors.

[Read the full story.](#)

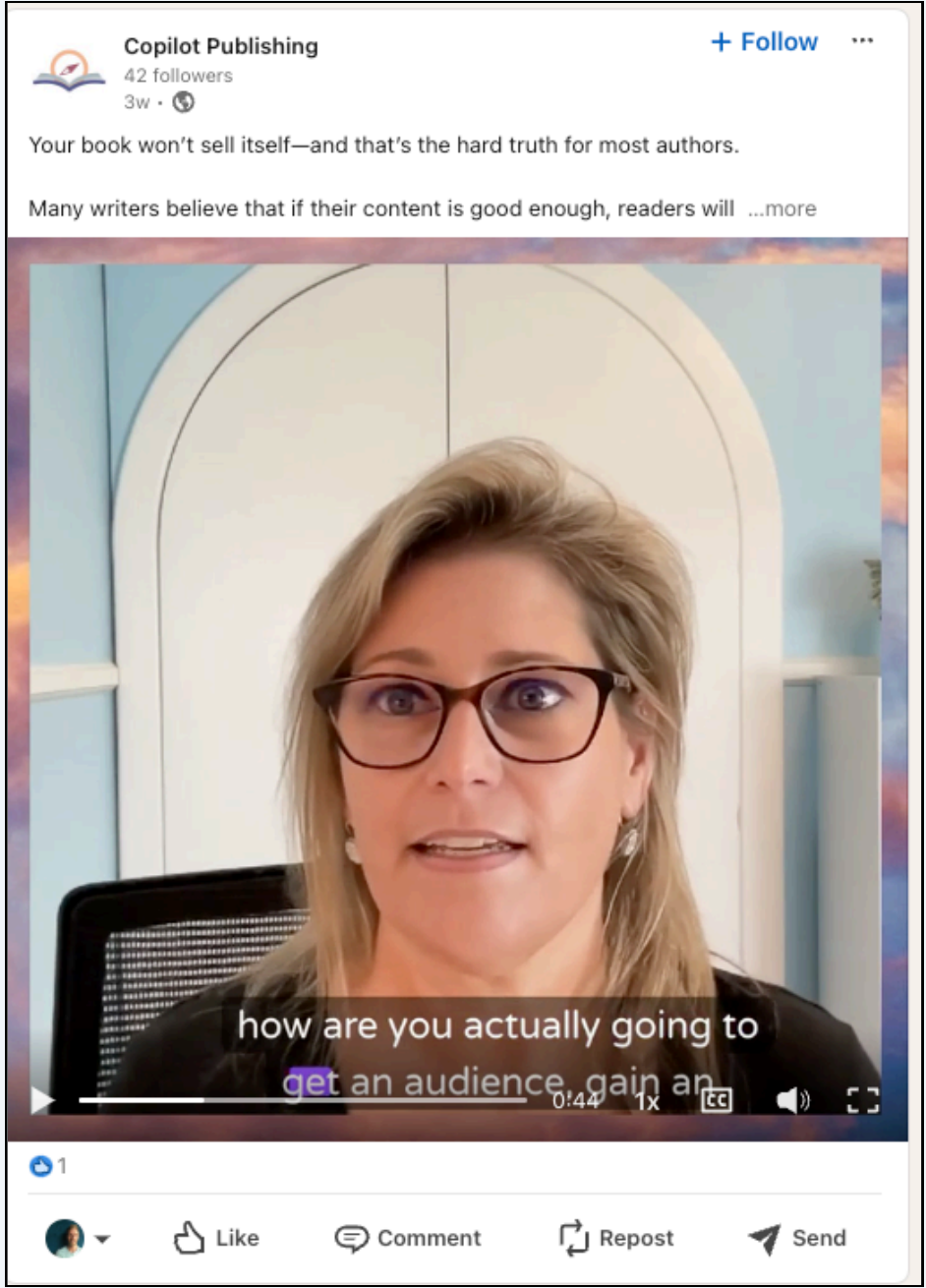
Sample Interview Clips



[Watch](#)






[Watch](#)



[Watch](#)

Sample Promo Posts

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 1w • 

Persuading your boss to switch to a new leasing system is hard.



The boss doesn't feel the pain. They don't answer the frustrated calls.


As the leasing manager, Denisse Garcia felt it.



Every day she talked prospects through scheduling a showing, accessing the property, submitting an application.

But she had better things to do.

So she found a way to show her boss that the pain of switching was nothing compared to the promise of transforming their leasing process.

Here's how she did it:  

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 1d • 


In 2023, Denisse Garcia answered ANOTHER call from a frustrated prospect.



He couldn't schedule his showing. Garcia walked him through it. But he gave up anyway.

Garcia was frustrated. So she decided to fix it.

Today, she's booking 50% more showings, rarely fields a complaint, and no, she didn't add headcount.

Here's the story of how she did it:  

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 3w • 



Denisse Garcia struggled to get her clients (property owners) to see the light.

They didn't want to reduce rents. And nothing she said could convince them otherwise.


She'd have to wait until listings lingered on the market. Until it was painfully obvious. But by then, thousands of dollars had been left on the table.

So she created a system for collecting data, soliciting prospect feedback, generating reports, and communicating with owners.

These days, things are different. Her owners are listening.

Read her story to learn more  

Sample Thought Leadership Post



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Auto...

5h • 🌐

Properties not renting fast enough?

Everybody blames the price. Spoiler alert: That's not it.

It's not the pictures either.

It's the process. Your process is why:

- It takes too long to adjust pricing.
- Prospective renters can't schedule a showing.
- You're not maximizing lead conversion rates.

Here's how to fix it.

1. Don't blame your owners.

Owners think their property is nicer than it is. Why wouldn't they? Nicer place = higher rent.

Show them the data. Feedback from prospects. Listing activity. Rental market trends. Make it undeniable. The sooner they understand reality, the sooner the unit is occupied.

Don't have the time? This is where process comes into play.

2. Make it easy for your prospects to do the work.

Your scheduling, showing, and application process should all be as prospect-driven as they can be. Just make sure you're providing off ramps so prospects can speak to someone if they're struggling.

This is exactly what our customer, Denisse Garcia of Logical Property Management did, and it gave her much more time for step #3.

3. Automate data collection and reporting

Set up reporting that you can pull at will with high-level information about listing performance. Implement feedback collection processes and pay attention to market trends.

The time you spend on this will pay you (and your owners) back double. In the short-term, you'll spend less time justifying your decisions to your owners. And in the long-term, you'll build trust so you don't have to.

In the end, you'll have a property management business that consistently prices its listings in line with the market. And you'll have happy owners with maximized rent revenue.

This post was inspired by Denisse Garcia at Logical Property Management who told us all about how she did all of the above to reduce time on market for the 400 properties she leases in Detroit.

Read our case study on Garcia for her full story: <https://lnkd.in/eMdxKbMy> ✓

Sample Carousel

Acme Transforms Team Efficiency and the Tenant Experience with Wystia

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Testimonials

“Chris weaves customer experiences into engaging narratives. He has a knack for making interviewees feel comfortable and asks the right questions, listens actively, and draws out stories that might otherwise go untold.”

John Squires, Operations Manager, ShowMojo

“It's great to work with someone who does high-quality work. Chris consistently delivers with his signature writing and communicative process. Couldn't be happier.”

—Rob Lennon, Product Marketing & Education Lead, Hugo

“Chris was a pleasure to work with. He was fast, accurate and easy to work with. He was extremely knowledgeable and resourceful. His writing is clear and to the point; he was able to clearly translate/convey complicated technology topics into insightful content for the group. He is a very valuable asset to any team.”

Delphine Wilson, Product Marketing Manager, ARC Document Solutions

“Chris really knows SEO and content. He asked great questions to assess our needs, did the research, and came back with an actionable list of tasks with insight into how to measure success. We are already considering Chris for more work.”

—Karen Henke, Head of Growth Marketing, Findem

“Chris was such a pleasure to collaborate with on several pieces of work. I most appreciated his strong communication skills and how easy it was to collaborate and exchange ideas. He was patient and understanding when I took the work in a different direction, and worked so professionally with me to make sure both our needs were met. The work was great and it truly felt like a partnership.”

—Natalie Foley, Former CEO, Peer Insight



Testimonials

Mortgage broker increases 3-month rolling average monthly organic traffic by 868% (from 98 to 949 unique users) within six months of implementing Chris's editorial plan.



I'd recommend Chris to anyone who's serious about content marketing.

He jumped on a call with me within a day or two of me reaching out to him and was able to add immediate value.

- Salomon Chong, Co-founder and CEO, The Mortgage Hub

Payments provider increases average search result position of all branded keywords from nine to three, resulting in a 61.5 percent increase (399 to 1037 unique users) in organic traffic one month after implementing Chris's SEO recommendations.

Superb work on our SEO strategy.

Clear-eyed view and deep dive with specific rationale points for the why/why not of every element of the SEO approach. Clear, clinical and concise recommendations. Very highly recommend Chris!

- Krishna Kumar Singh, VP of Program Management, InstaReM

