



10 Ways to Attract Customers Using Case Studies

Are you looking for fresh ways to reach your customers?

Psst, here's the secret: tell a good story.

Readers love good stories. Case studies break through the clutter and capture attention, leaving brochures and direct mail to collect dust.

Why? Because case studies are really success stories. People remember stories, and case studies are compelling images of your product or service in action - told by a happy customer. Case studies are the kinds of stories that buyers believe, so they make your company's message more credible.

Case studies are incredibly versatile. You can use them in just about any sales, marketing or public relations communications. The beauty of case studies is that people remember and tell each other stories, so a good case study can be passed along, bringing your message to new readers. How often does that happen with other types of marketing?

Here are 10 ways to use case studies to generate leads and create new customers:

1. As a press release. A case study can quickly be abridged and reformatted into a press release. Be sure to note in the release that a more detailed, expanded case study version is available. Editors might pick it up.

2. Mail or email to prospects and customers. This is a terrific way to keep in touch, raise awareness about a new product or service, and even convert prospects into customers.

In marketing, storytelling is a powerful tool for persuading prospects and customers.

There are few techniques more potent than a case study.



3. Give it to your sales reps. Salespeople love case studies. They use them in presentations, to illustrate key points and as testimonials. A case study is often more convincing than a brochure.

4. Post it on your web site. Want to improve traffic to your site? Adding new, valuable content is a proven strategy. A case study certainly qualifies.

5. Use it as a story in your newsletter or ezine. Success stories based on real-world applications get the highest readership in company newsletters and ezines.

6. At presentations: When you are presenting at a meeting or conference, you can easily convert a case study into PowerPoint slides, and use the printed case study itself as a handout.

7. In lead-generation programs. A case study makes a terrific free giveaway in an ad, email, direct mailer and on a website. Direct marketing calls this strategy an Information Premium. It works!

8. For testimonials. Testimonials help make benefits believable. The quotes gleaned from happy customers for the case study can also be used with permission, of course, in ads, brochures, websites and more.

9. As a trade show handout. Case studies are a great way to break through the flyers and brochures that clutter trade shows.

10. On your wall: Have a case study enlarged for a trade show exhibit, or for your office wall.

As you can see, a case study is a valuable asset to any marketing toolkit.

So, now that you know how valuable case studies can be, how do you get them?

Find an experienced writer. Don't try to write case studies in-house, unless you have a professional journalist on staff.

Stories have captivated people for centuries.

Because case studies are related in story format, they make readers want to learn more – especially if the case study shows how your product or service will solve their problem.



To write a powerful case study, you have to interview the customer professionally, and elicit the information that makes a powerful story.

Why hire Lynda Goldman to write your case studies?

Hiring a professional to write your case study makes sense.

As the author of 31 business and non-fiction books, I know how to tell stories to keep readers engaged.

Most companies can benefit greatly from case stories, but don't have the time or resources to write them.

As a business writer, I have written hundreds of articles, websites, case studies and white papers over the past 10 years.

Case studies are worth the small investment because they give you great marketing mileage.

Case studies, white papers and web content are ideal ways to deliver free problem-solving information to your customers, so you build credibility and trust.

Call for a FREE consultation on how to generate leads, educate your customers, and improve your ROI through case studies and white papers.

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