

Make the most of your case study

Marketing and sales tactics
you can use tomorrow.



Success stories sell

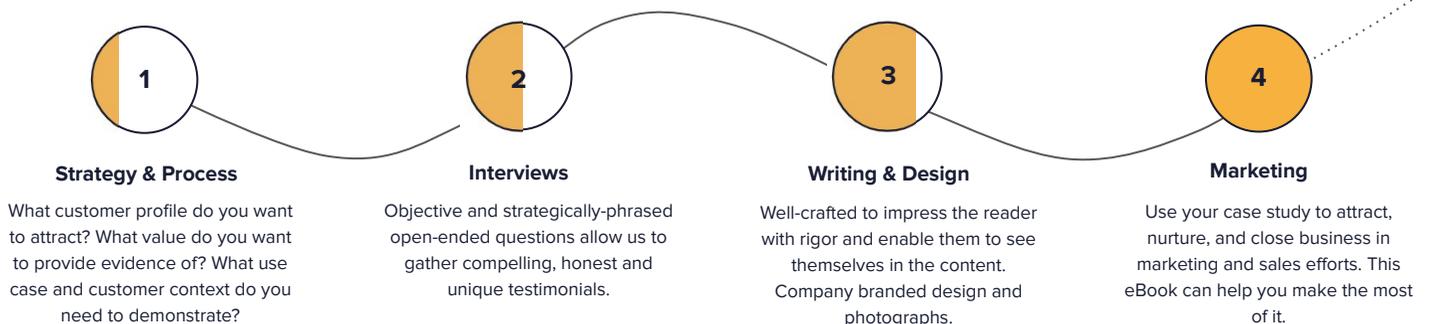
Case studies are a compelling piece of narrative evidence that **validates your promise and value to potential customers.**

A case study requires a great story – a promise fulfilled, a happy customer, a challenge overcome – and qualitative and/or quantitative data to confirm it. To tell the story, a writer and a designer are also essential. You likely have the capability to do this in-house. **Use the process below to help you.**

A STRONG CASE STUDY HELPS YOU BUILD THE TRUST YOU NEED TO GET A ‘YES’.

Make sure to get these key milestones right: select the right customer or project, get several participants onboard, ask questions that yield descriptive answers, get the illuminating answers needed to write a compelling case study while maintaining a tone of objectivity. A case study that reads like a promo will be counter productive. Don't forget, you only get one shot with your customers to do this right. Good planning can prevent these tasks from exceeding your time-budget. We recommend developing a clear process, share it with your customers, and provide clear opportunities for revisions.

Process



Once you've got your case study, the next step is to distribute it. As you probably know, case studies can be shared on a website, inserted into drip marketing campaigns, or be handed out at conferences. What you may not know is that their content can be reused to create many more marketing assets to drive metrics across your funnel. **Use this guide to give you ideas about how you can make the most of your case study's content.** You may not want or need to use all of these ideas. But they'll definitely get your creative marketing ideas flowing.

Ask us what your case study can do for you.

Use your case studies to:

- **Emphasize a service** you want to sell more of.
- **Introduce a new service** to your market or upsell to existing customers.
- **Bring attention to a specific challenge** you want people to know you solve.
- Show people in a specific role, with specific challenges and definitions of success, how you can help make their lives easier.
- **Share an impact story** based on your reports.
- **Showcase a collaboration** or partnership with one or several other companies or organizations.

“ There are **dozens of uses** for your case studies. ”

TIP FROM PURE & APPLIED

Leverage your case study when...

- nurturing an important lead.
- you don't have a local referral.
- trying to land a beachhead customer.
- expanding into a new region.
- leads are not calling you back.

*Stop telling people
you can solve their
problem **and start
showing them.***

A great story can be told in so many different ways.

No matter the strategy, put your case study to work.

Outbound

- Attach in email outreach
- Add to your pitch deck
- Include in social ads

Inbound

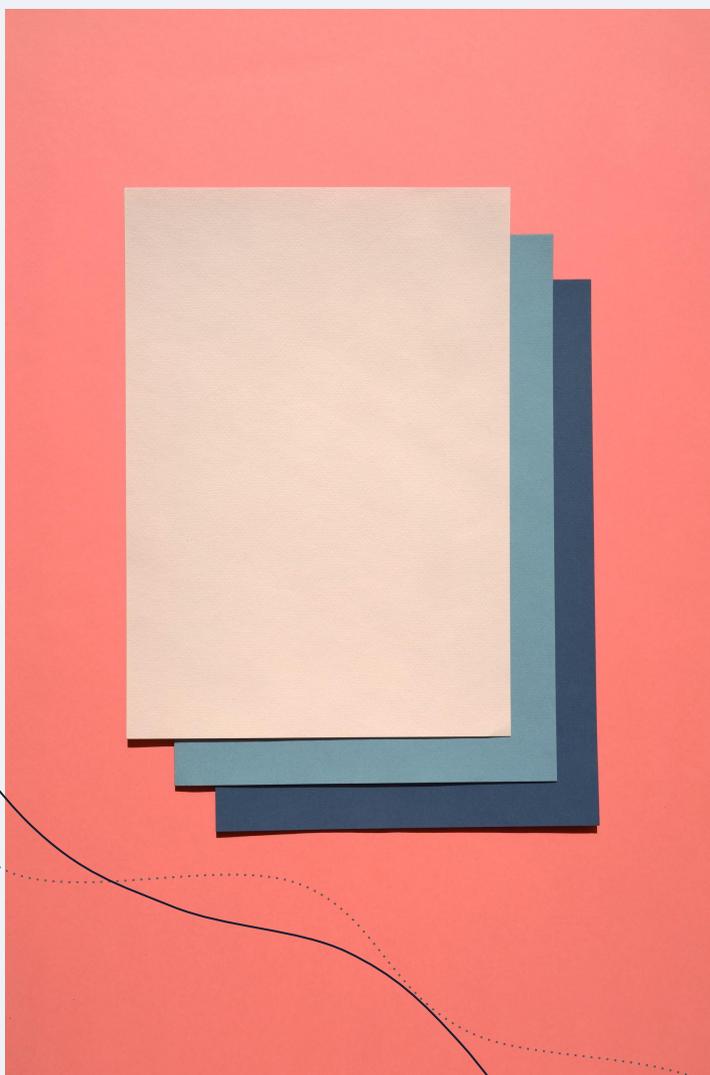
- Add lead magnet to website
- Attach to RFPs
- Include in freemium or pilot onboarding

Brand building

- Transform into a blog post or think-piece
- Promote on social media, extracting quotes
- Distribute at conferences (printed)
- Include story in trade show presentations
- Announce success in press release

Team Training

- Train sales and marketing staff
- Inspire customer success teams
- Educate product developers.



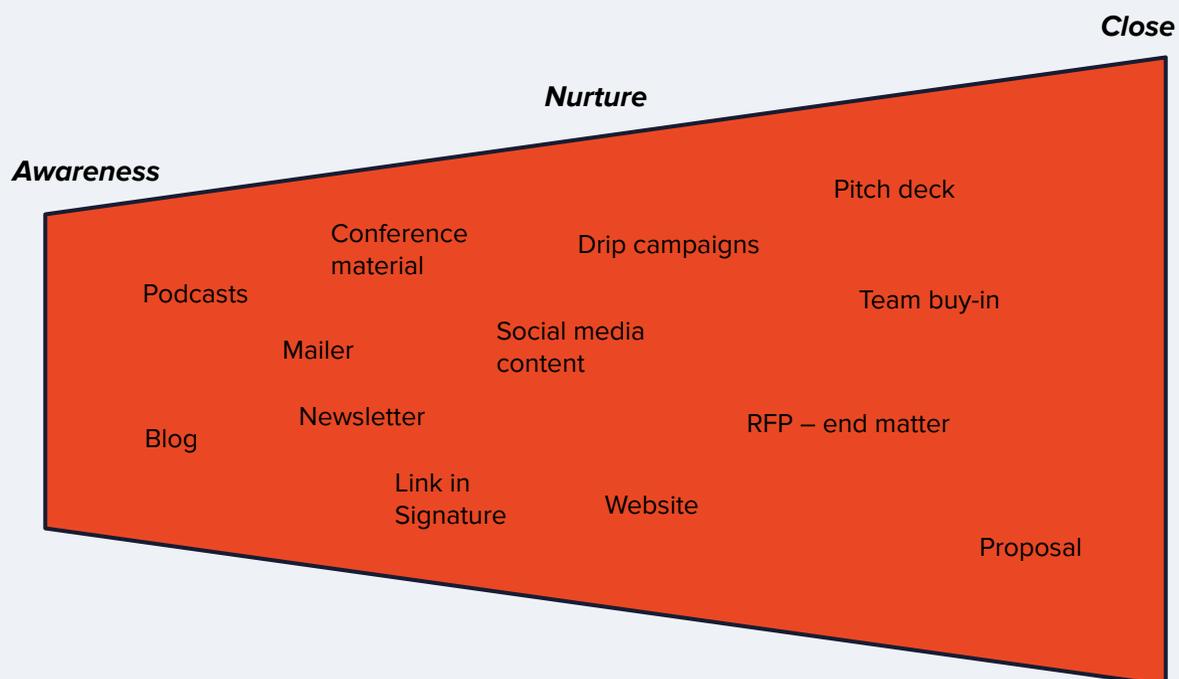
Funnel

From marketing to sales enablement, your case study is an epic long-form testimonial to your ability to deliver value. Don't let it *just* sit on your website.

Too many case studies are confined to websites. It's time to set them free.

At bottom, a great case study is a well-researched and clearly articulated story about the impact of your product and service on people. It should contain lines about how people struggled before your solution came along, what it was like to have the problem solved and what life has been like ever since then. It's a hero's journey from struggle to success – an instant classic.

But no one will hear your story if you don't share it. So, don't be shy to tell your success story as often as you can and to recycle the content into different media for different moments. If you have a few different case studies, consider how they might be put to use to attract, nurture, and close your different customer profiles.



Let us create your case study.

Our team of interviewers, writers, and designers know how to ask the right questions and tell the most compelling story. Put your success story in our hands and we'll deliver an asset you'll use over and over again.

Write to info@pureandapplied.group



[View a sample](#)

Pure & Applied

Co-Creating the Future of Learning

www.pureandapplied.group



[Facebook](#)



[Twitter](#)



[LinkedIn](#)