

E-Book

8 Steps to Create

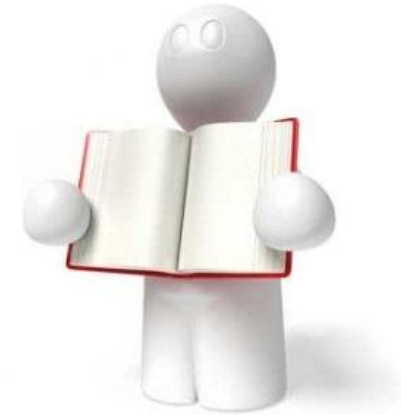
Case Studies that Sell



This guide will teach you:

Everything you need to know about how to write an **effective** case study and why they are an important part of your content marketing strategy.

Why case studies are a great way to show real-life examples of how you were able to satisfy your customer's needs and help them achieve their **goals**.



After reading this ebook:

You will be able to write great case studies showing how **valuable** your products or services are.

You will know how to highlight your successes in a way that will make your ideal potential customer **become** your customer.

Summary

Case studies are powerful learning tools, essential to your content marketing strategy.

When planning to write one, make sure that you follow these 8 simple steps:

- #1 - Write about someone your readers can relate to** , so they can easily understand and apply the information
- #2 - Provide easy to read formatting** , so they can find the important parts of your case study
- #3 - Your headline should be focused on results** , so readers know what to expect if they employ you
- #4 - Have a concise summary** , stating both the problem and the solution
- #5 - Include real numbers** , so customers can see what results you can achieve for their business
- #6 - Add the client's input** , to make your case study as persuasive as possible.
- #7 - Use cause-effect analysis** , to uncover the causes and explain how you solved each problem
- #8 - Don't use industry jargon** , so your case study can be read and understood easily

Write about someone your readers can relate to

The purpose:

Case studies are written accounts of a real incident, asking participants to put themselves in the problem at hand.

They provide enough information and details so that participants can analyze and evaluate the effectiveness of the solution presented.

Think of who you're addressing the case study to? If it's someone in the financial industry, then make your case studies about one of your customers that works in this area.

Think of the how-to articles you have read at some point in time.

Most of them are not so specific and basically target the average readers, but when you come across **a how-to post specifically designed for your needs** (such as online marketing for the IT industry), you are more likely to understand and apply the information.

The same goes with case studies – people who read about results attained in their industry will feel like the same products / services will work for them as well.



Write about someone your readers can relate to

The goal:

Ensure that once your ideal customer has read your case study, they will feel:

- ✓ You feel comfortable working within their industry.
- ✓ You know their industry's specific needs.
- ✓ You have the knowledge to give targeted results for their industry.



Provide easy to read formatting

The purpose:

No one really likes to read a huge chunk of text, no matter how interesting and informative it might be.

Make good use of content formatting elements like:

- ✓ Headers
- ✓ Images
- ✓ Bulleted lists
- ✓ **Bolded** & *italicized* text

It shouldn't be any different than formatting your articles, or the copywriting on your website, not to mention that will provide great SEO value for your case study section on the website.

The goal:

Make it easy for your readers to find the most important parts of your case study.

You need to consider the fact that some of them won't read the whole case study, so creating an easy to read structure for your potential customers will make them see faster what your business could do for them.

Your headline should be focused on results

The purpose:

As in all types of writing, the headline will either grab your reader’s attention or cause them to move on.

Since the purpose of a case study is to show the value of using your product or services, you want to make sure your headline focuses on exactly that.

The goal:

The title should not just tell what the project is, but instead it should tell what the project achieved.

Rather than saying: “A Case Study on Company X” , you might instead say: “Integrated CRM solution helps Company X increase productivity by 50 %.”

This way you can tell the reader what they might expect if they employ you.

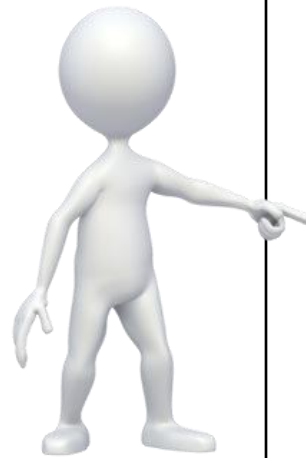


Have a concise summary

The purpose:

When the reader first lays eyes on your case study, they should get a brief summary of the entire thing.

That means you state the problem and the solution. Using bullet points here is often a good idea.



Summary

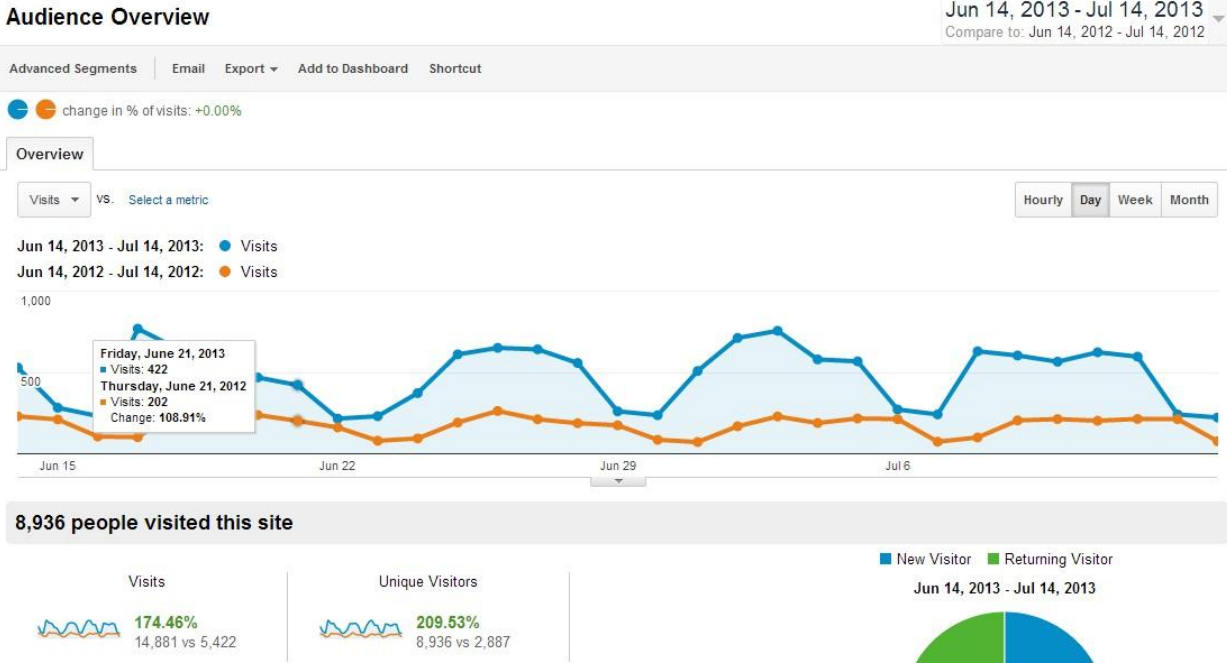
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Include real numbers

The purpose:

Have you ever read case studies where it was stated that they “doubled traffic” for the customer and wondered if that meant they went from 200 to 400 monthly visits or 2,000 to 4,000 monthly visits?

Make your case study to be as clear as possible, so instead of saying that you doubled a customer’s website traffic, show real numbers and (if possible) real proof.

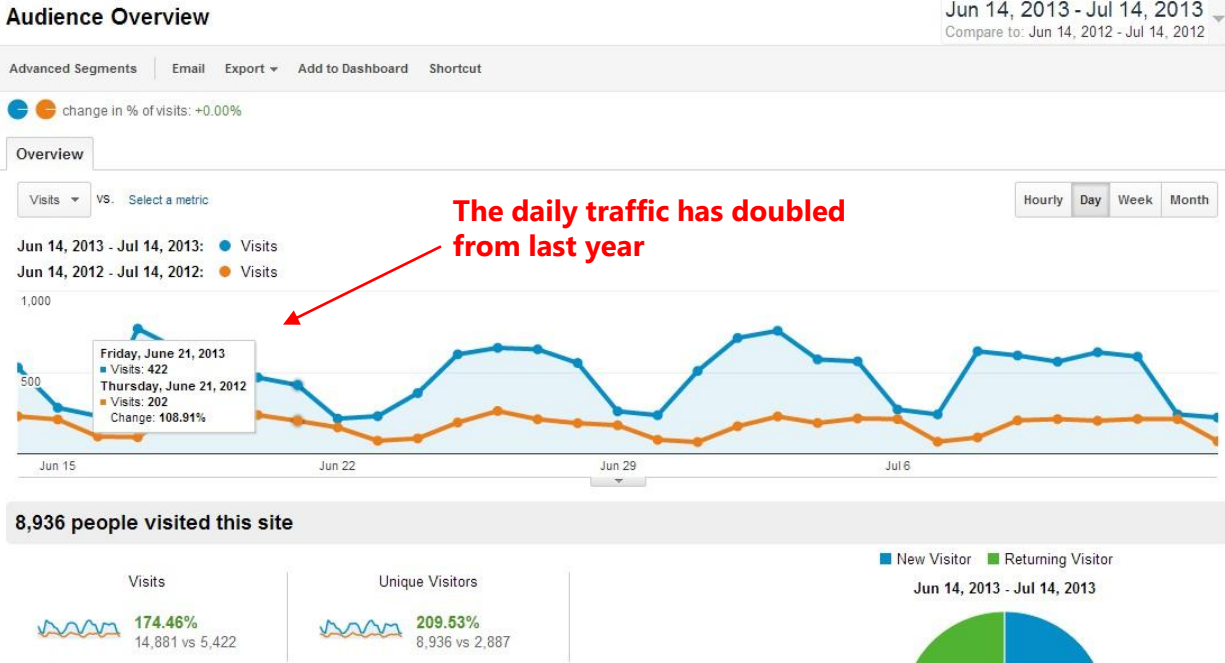


Include real numbers

The purpose:

Not everyone is as technology savvy as you are, so be sure to highlight what they should be noticing.

This way, readers can see where the customer began and where he ended up when using your product/service.



Include real numbers

The goal:

Show *real, tangible* results.

Having a visual proof of what you can do for their business can help the potential customer envision exactly the results you can achieve, making the case study that much more powerful.



Add the client's input when possible

The purpose:

To increase credibility, get a quote from the company you're highlighting.

The customer feedback should verify the results you're presenting and endorse your service.



The goal:

Make your case study as *persuasive* as possible.

While getting a quote on each case study you write for your company won't always be possible, think of which seems more legitimate: a case study about a company without any input from the actual customer or a case study from a company with confirmation from the customer?

Use cause-effect analysis

The purpose:

Once you get into the meat of your case study, you need to dissect the problem a bit.

Don't just tell what the problem is (***this is the effect***), dig into what actually caused the problem (***identify the cause***).

Once you uncover the causes, you can explain how you went in and solved each problem to achieve the desired result.

The goal:

This is where you sell your products/services by saying which ones you used and did you achieved the desired results.

For example: if you doubled a website's traffic, how did you do it?

Don't say: "our services led to these results"

You should say: "it was a three-month effort planning and designing the custom CRM solution and the website's ecommerce system which led to a 50% increase in customer enquiries and a 25% increase in sales volume."



Don't use industry jargon

The purpose:


You're writing a marketing piece, not for an academic journal.

You don't actually have a call to action, but you're definitely trying to sell them on your product/service

The goal:

Make it as easy to read as possible. Industry jargon does nothing but confuses readers and dilutes your message.

jar·gon

/'jɑrgən/ 

Noun

- 1. Special words or expressions that are used by a particular profession or group and are difficult for others to understand.
- 2. A form of language regarded as barbarous, debased, or hybrid.

Synonyms

lingo - slang - cant - argot



The outcome

By the time your next potential customer has finished reading your case study, some important things have happened:

- ✓ They've been introduced to you.
- ✓ They've been educated by you.
- ✓ They've been given evidence of your competence.
- ✓ If your case study is attached to a testimonial, they've been given a reason to believe that it is genuine.

Tips:

- ✓ Know the case backwards and forwards before you begin your case study analysis.
- ✓ Give yourself enough time to write the case study. You don't want to rush through it.
- ✓ Be honest in your evaluations.
- ✓ Be analytical, not descriptive.
- ✓ Proofread your work!

About NNC Services



We :

- ✓ offer marketing consulting services dedicated to B2B IT and services companies.
- ✓ integrate marketing solutions to guarantee measurable results at sales and communication levels.

- ✓ have a vast marketing consulting expertise for B2B companies and can advise you on choosing the best strategies for your company and markets - from List Building and Appointment setting, to Content Marketing and Social Media Marketing.

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