

## Why Use Case Studies in Marketing?

Are you a high tech, health care, or other business that is sick of hearing about consumer-oriented marketing methods? You want a powerful sales tool – something that elicits a response from anyone tech-savvy (or merely cynical!). Then consider Case Studies.

### Why do they Work?

The reason that they work so well is because they show – without hype – how real customers have benefited from using the system/product you offer. Prospects view these detailed personal stories as credible, and it increases trust in your company.

Case studies are also written objectively, so the reader does not feel “sold to”. Case studies often include quotes (comments) from both companies, just like in newspaper stories.

As the writer interviews both parties, sources logos, diagrams and details, and elicits final approval from both client and customer, a high degree of trust between the client company and their endorser must exist.

### What are the Elements of a Successful Case Study?

Basically a case study must have an appealing story that the reader can easily follow. This is where the talent of the writer comes into play. You can have someone giving a great conversational recommendation, but the writer must emphasize the key points that will be picked up by an interested reader (your target market). For instance, the copywriter focuses on how much time they saved, how much revenue they gained, or how else it improved the client’s lives.

These main benefits may become subheadings or bullet points in the document. A normal case study would cover these elements:

- ✓ Problem and analysis of alternatives
- ✓ Recommended solution
- ✓ Implementation
- ✓ Results

**Format.** Lay out the text onto A4 paper for sales reps to easily pass onto prospects, as well as either a web page or made into a low-res PDF for download. Between 700 and 1200 words is the usual length for these.

The writer may also ask for graphics/charts to support the case study, although the writer does not normally perform the design and layout task.

**Costs.** There’s quite a bit involved in writing up a case study, including interviews, so expect to pay from \$500 to \$1,250 to produce a full case study.

**ROI.** Payoffs include the added credibility and multiple uses – e.g. for sales handouts, long form advertising, and website e-marketing. It is also of use for magazine journalists looking for a story about the subject, i.e. free publicity.