

Ten Ways to Use Case Studies

A single case study can be leveraged to increase the depth and substance of your marketing efforts. Here are ten ways to do just that.

1. **Use it in 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 it 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.
3. **Give it to sales.** 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. **As a speaking topic.** When an executive needs to give a talk at a meeting or conference, a case study makes an excellent presentation. The printed case study itself can be used 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 web site.
8. **For testimonials.** Testimonials help make benefits believable. The quotes gleaned from satisfied customers for the case study can also be used – with permission, of course – in ads, brochures, web sites and more.
9. **As a trade show handout.** Case studies are a great way to break through the clutter of flyers and brochures that permeate trade shows.
10. **As part of your information kit.** When a cold call results in a request for more information be sure to include a case study along with any brochures, sell sheets, and professional bios. A case study will help establish your credibility in the eyes of your client.

If you want more information on case studies or other business writing needs, contact Karen Marley at KMwordsmith. Phone: (585)266-4818 or email Karen@kmwordsmith.com. To learn more go to www.kmwordsmith.com.