

Making A Compelling Case: 3 tips to enhance the appeal of your case study

**A Guide Prepared
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INTRODUCTION

So your company has good news. Clients really LOVE your products and have excellent things to say about the solutions and service you provide.

That is the kind of stuff good case studies are made of.

A case study is a wonderful marketing tool, which lets you **show** how clients have successfully deployed your product or service.

However, making a compelling case requires a well-defined strategy. This report suggests three tips, which can enhance the marketing effectiveness of your next case study.

1. EMPLOY A LITTLE PROFILING

The word “profiling” may have acquired a negative perception these days, especially when used in the context of criminal investigations and security screening.

However, *consumer profiling* has consistently retained its usefulness as a powerful tool for effective product advertising.

The simple reason is that creative consumer profiling focuses on marketable behavioral patterns – themes that help the seller create a better match between a product and its prime buyers.

The same technique is applicable to creating effective case studies. In this instance, the objective is to develop stories that resonate with the target readers.

The judicious use of profiling can draw positive attention to your product by generating the desired affinity from your readers.

How does it work?

Essentially, you use profiling to decide the choice of success stories that meet a set of internally defined criteria. A few examples of criteria to consider include:

- ➔ **High visibility.** A good example is to create the case study around a well-known company or organization that has successfully deployed your product. The name or brand recognition creates a buzz that helps your lead generation effort.
- ➔ **Endemic Problem.** Misery, they say, loves company. The more prevalent the featured problem is, the more attention you are able to generate from a study that showcases your solution. That is a strong value proposition.

➔ **Innovation.** It is true that we don't need to reinvent the wheel for every situation. However, nothing says you can't be innovative. A well-written case study can generate awareness around your new tweak or improvement on an existing (less innovative) solution. It points to the superiority of your product.

Obviously, it is best to conduct your profiling in the pre-writing, information-gathering stage. Preferably, it should form an integral part of the overall content marketing strategy that drives your case study project.

This means that to increase the marketing appeal of your case study, you have to be selective. While practically every sale is a likely candidate for a testimonial or commendation, not every completed sale qualifies as case study material.

Reserve your case studies for your genuinely “hot stories”, which have a higher potential to attract quality leads.

2. SAY IT IN THE FIRST PERSON

The reason for this tip should be obvious. A case study **is** really a third party's success story. Wouldn't it be great to actually “hear” the featured client talk about their experience with your product?

What was their pain point? What had they previously (but unsuccessfully) tried? How (specifically) did your product “come to the rescue”?

Being able to include direct (verbatim) quotes from key stakeholders of the featured company elevates the credibility of your case study.

The best way to get those quotes is through skillful, one-on-one interviews with carefully selected personnel most closely familiar with the implementation of your solution. Their responses are more likely to ring true with your intended readers.

Don't skip the interview process.

3. SHOW KEY SUCCESS METRICS

Here's one way to motivate this tip. Never lose sight of the fact that even those readers who are very familiar with your industry and product often approach case studies with some skepticism.

Your objective is to diffuse any doubt with **facts** and **stats**.

Granted, not all product deployment results in direct dollar amounts. However, all success stories involve substantive outcomes that can be described in clear quantitative or qualitative terms, or both.

Your audience knows that no successful business or organization invests in something without the expectation of a return.

There are many ways to go about incorporating success metrics. For example, you may include commonly used measures of key performance indicators, such as

- ➔ Savings in time and costs
- ➔ Productivity gains (work performance)
- ➔ Customer satisfaction indicators
- ➔ Employee satisfaction measures
- ➔ Revenue growth indicators
- ➔ Loss prevention stats
- ➔ Reduction in downtime
- ➔ Technology enhancements

By including success measures associated with the experience of your featured client, you provide the reader with something tangible to aspire to.

Success metrics are the real proof that your product works!

CONCLUDING NOTE

Positive feedback from your clients builds the credibility of your business. It makes sense to leverage some of that

goodwill into your marketing strategy by creating compelling case studies around strategically selected clients and topics. Using the simple tips discussed in this guide will help you improve the marketing appeal and reach of your success stories.

Simplicity powers many good ideas. Simple execution followed by simple execution adds strengths that can be difficult for competitors to emulate

- Gerald A. Michaelson
Author, *Strategies for Marketing*

ABOUT REPORT CONTENT WRITER

Rachel U. Agheyisi, Founder and Executive Director of Report Content Writer (RCW), prepared this guide. RCW specializes in white papers and case studies used by IT companies for quality lead generation.

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