

Nine Ways to Use Case Studies

There are different schools of thought to writing a case study, but once you decide on its main purpose (challenge with result or problem with solution), you should stick to it for consistency.

It doesn't matter if it's one page or four, nor if your readership is online or gets a hardcopy; there are nine ways to use case studies. According to Steve Slaunwhite, "readers love a good story and case studies tell the story of a great product or service and a happy customer."

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. **Post it on your website.** Want to improve traffic to your site? Adding new, valuable content is a proven strategy. A case study certainly qualifies.
3. **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.
4. **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.
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. **In lead-generation programs.** A case study makes a terrific "free giveaway" in an ad, email, direct mailer and on a website. In direct marketing, we call this strategy an information Premium. It works!
7. **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 content can easily be converted into PowerPoint slides. The printed case study itself can be used as a handout.
8. **For testimonials.** Testimonials help make benefits believable. The quotes gleaned from happy customers for the case study can also be used – with permission, of course – in ads, brochures, websites 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. One of my clients even had a case study enlarged and printed on a trade show exhibit wall!

As you can see, a case study is a valuable asset to any marketing toolkit. To learn more about the three key steps for a successful case study go to: [Mariner Marketer - case study](#)