

Case Studies

Benefits

- **Builds credibility**—Demonstrates proven success and builds trust in your company and products
- **Generates Leads**—Download in exchange for contact info or use as leave-behind at meetings and trade shows
- **Multi-purpose**—Reuse as a press release, web content, in brochures, conference presentations, industry trade articles
- **Educate sales staff**—Helps the sales staff see how their solution solves real-world challenges
- **Valuable testimonials**—Use customer quotes in other marketing material
- **High readership**—67% of technology buyers read case studies regularly, second only to white papers
- **Increased customer loyalty**—Helps existing customers validate their purchase and helps them learn new product uses
- **Positive Customer PR**—Provides customers positive publicity about their companies at no cost to them



Why Case Studies?

A case study can counter the perception of marketing hype by demonstrating that your product or service has successfully solved a real-world business or technical challenge. Customers believe other customers!

Prospects tend to read case studies before they purchase to make sure you've been successful before. Analysts and journalists read them to better understand the market and your products. And, existing customers read them to validate their commitment to you, and also to learn about new ways to use your product, increasing their return on investment.

What's in a Case Study?

- **Description of the problem**—What issue was the business facing and what caused it?
- **Introduce the customer**—Provides info about what led to the problem and what's been tried before.
- **Talk about the journey**—What previous attempts have been made and why they haven't worked
- **Vendor selection**—Describe the criteria used to select the vendor and solution.
- **Describe the solution**—Explain the detailed solution and why it works in this situation.
- **Implementation details**—Who was involved in the project, what role did the vendor play, how long did it take, what challenges were encountered.
- **Results**—List short and long-term benefits, both tangible and intangible, such as ROI.
- **Lessons learned**—Talk about critical success factors.

What are they?

Case studies tell the story of a successful implementation of your product or service. They are short in length—about 1-4 pages, and are written in a neutral tone.

They speak to the business or technical challenges one of your customers was facing, how the decision was made to choose your product, project execution details, and the results (ROI, efficiencies, new capabilities). They may also be known as success stories or testimonials.

Creation Process

- Explicit customer approval-typically from their PR or Legal department
- Complete creative brief
- Interview customer experts
- Interview solution integrator or PM
- Gather any material or graphics
- Write first draft
- Review/revise (twice)
- Document design and print