

Customer Case Studies

How to use customer case studies to grow your business and generate sales

8 roads to success

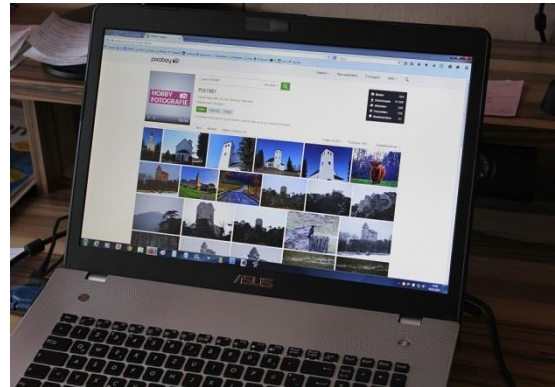


8 ways to use customer case studies to grow your business

1. On your website

You can place case studies on a webpage set aside especially for that purpose and title it “Success Stories” or “What our customers say about us”.

Make sure the page is easy to find.



All businesses need a functioning website.

It is an obvious place to introduce your Company to potential new customers and highlight your services and your successes

Alternatively, you can feature customer case studies among the relevant product or service pages to reinforce your capabilities in that particular area or industry.

Support your case studies with relevant brochures, white papers and other promotional materials.

Your best or latest stories should be highlighted on your home page as “teasers” with a link through to the full story.

A great way to do promote customer case studies is by using a reference from a satisfied customer or a short quote from the story.

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2. Email marketing

These stories can be mailed to industry-specific prospects where you can highlight past successes that your prospects can relate to directly. You can also customise an email to a single contact.



Using case studies in email marketing can educate customers and prospects about ways that others are using the products or services and can introduce benefits, capabilities or add-ons they aren't yet aware of.

Re-engage with potential customers that have gone quiet. If they were originally interested in your products or services, they probably still are.

Case studies should include the business challenges the customer faced, the goals, the solution and the results and benefits achieved .

3. Training your sales team

Equip your sales team with success stories either in booklet form or in slide format that educate and inform. Several key customer case studies can be included in one CD or handout to cover all products and services.

People immediately respond when someone starts telling a story.

Sales people can engage prospects in live or phone conversations with an example of a successful customer that is directly relevant to the listener. Tailored content has become increasingly important within sales calls.

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4. Using Social Media

LinkedIn, Twitter and YouTube are the most useful sites to promote your business.

You can post the case study and share a link to it on your website and tag the customer in the post.

The trick here is to use an engaging title for the case study in a way that attracts the right people to click through.

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5. Newsletters

Many companies regularly distribute newsletters to alert their clients and prospects about new offerings, forthcoming events and more.

You can reprint abbreviated versions of your case studies in your newsletter and link back to the full story online.

Newsletters become stale over time. Give your newsletters a new lease of life with mentions of happy customer experiences.

Promoting your successes is good for your customer relations and it gains the attention of your prospects.



Customer case studies are ideal material for publicising on social media.

Regularly promote your successes.

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6. Actively promote your case study

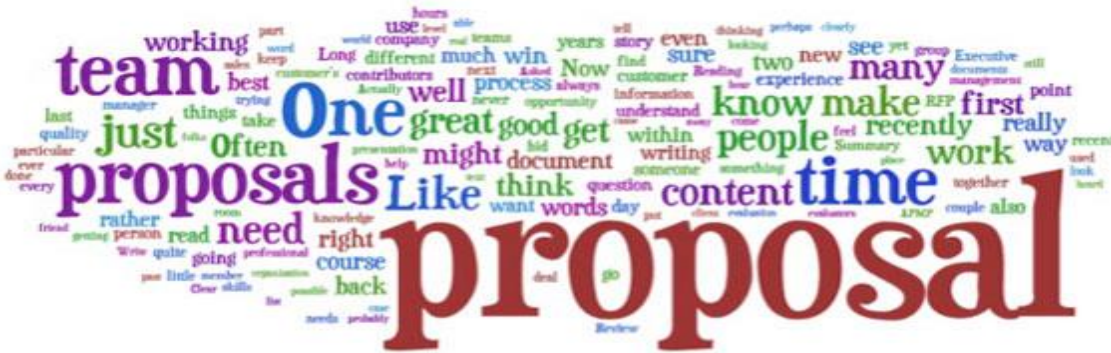
Besides publishing a link on social media, there are lots of other ways to promote your stories. You can:

- issue a “press release,” one that highlights the success of a specific well-known customer.
- you can actively pitch them to the trade press as fresh stories. If it’s an engaging, informative story, it might be selected for publication.
- write a blog post about the customer challenge or issue that was overcome.
- include practical tips, some statistics and some illustrative examples from the case study.
- include a short summary of your customer success story in an advertisement in a trade publication or website.
- run a webinar for your prospects featuring your customer presenting his successes with you



Case studies are stories describing how a customer of yours has benefitted from using your product or service.

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Add a short, relevant testimonial, remember to include the client's name, job title and company name.

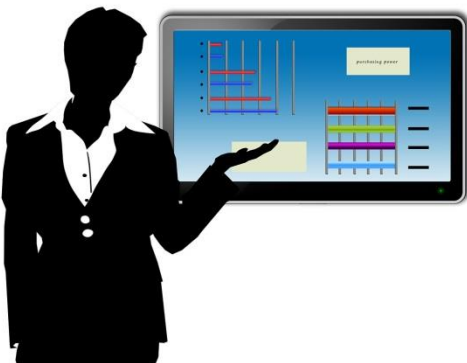
7. Bids and proposals

Include selected customer stories in a proposal for new business especially where directly relevant to the work offered.

Demonstrate how you have done this effectively before.

Make sure that your case studies clearly articulate the benefits or savings gained in the process.

One useful add-on is the “lessons learned” you derived from the process, and how this can be applied for the future benefit of your potential client.



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8. Industry Awards

Submit your case studies for industry awards. Winning awards can generate an enormous amount of exposure for a company.

Customer success stories may be retold to fit the award criteria and are frequently successful.

Winners are mentioned in many follow-up stories in the media and are priceless exposure for both your company and the customer.



Invite your customer to tell their story at an industry event or conference with a follow up version on your website

Who should write the case study?

If you want to write it yourself and you have the ability, it's a great way to get to know your customers through interviews and dialogue.

Once written, get someone you trust to check it for errors and omissions: ask if the piece reads well and makes your point adequately.

If you are not confident that you have the time or ability to produce a first class product, hire a freelance business writer that understands your business, it will be money well spent.



Elaine Porteous
B2B writer and editor