

# 9 Ways to Use Case Studies



Case studies are astonishingly adaptable. Here are nine ways case studies work for you and your business.

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1. **Press releases** – Customize a case study for use in a press release and it creates a more interesting approach to a traditional release. Remember to include information for obtaining the full case study.
2. **Mail/email to prospects and customer** – This is a terrific way to keep in touch or raise awareness about a new product or service. Case studies often convert prospects into customers.
3. **Use as a sales tool** – Salespeople love case studies. They use them in presentations to illustrate key points and case studies provide great testimonials. Readers often accept a case study more readily since it is based on a real story.
4. **Post it on your web site** – Do you want to improve traffic to your site? A case study adds valuable content that you can use to drive traffic to your web site through social media.
5. **Include it in your newsletter or e-zine** – Success stories based on real-world applications get the highest readership in company newsletters and e-zines.
6. **Feature it as a speaking topic** – Case studies are powerful subjects for an executive delivering a presentation at a conference. Convert the content into PowerPoint slides and you can print the case study for use as a handout.
7. **Use in lead-generation programs** – A case study makes a great, free giveaway in an ad, email, direct mailer or on a website. In direct marketing, it's called an Information Premium.
8. **Present testimonials** – Testimonials add credibility to a product or service. Most case study customers are happy to authorize the re-use of their quotes. Make the most of those quotes in ads, brochures, websites and other marketing.
9. **Create trade show handout** – Case studies break through the clutter of flyers and brochures that permeate trade shows. Enlarge case studies into posters or placards for an even more dramatic effect.



**Cathy Miller,**  
Business Writer/Consultant

cathy@millercathy.com  
(858) 344-9959  
[www.simplystatedbusiness.com](http://www.simplystatedbusiness.com)