

9 Ways to Use Case Studies

Case studies are astonishingly versatile. Here are just a few examples of the many ways case studies work for you and your business.

1. **In press releases.** A case study is easily customized for use in a press release and creates a more interesting approach. Remember to include information for obtaining the full case study. You might find an editor who picks up your story.
2. **Mail/email to prospects and customers.** 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. **As a sales tool.** Salespeople love case studies. They use them in presentations to illustrate key points and case studies also provide great testimonials. A case study is often better accepted since it's based on a real story.
4. **Post it on your web site.** Want to improve traffic to your site? Adding new, valuable content is a proven strategy. A case study certainly qualifies and you can use social media to drive traffic to your case study and your web site.
5. **As a feature story in your newsletter or ezine.** Success stories based on real-world applications get the highest readership in company newsletters and ezines.
6. **As a speaking topic.** Case studies are powerful subjects for an executive delivering a presentation at a conference. The content is easily converted into PowerPoint slides and you can print the case study for use as a handout.
7. **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, we call this strategy an Information Premium. It works!
8. **For testimonials.** Testimonials add credibility to a product or service. Most case study customers will be happy to give you permission to re-use their quotes. Make the most of those quotes in ads, brochures, websites and more.
9. **As a trade show handout.** Case studies break through the clutter of flyers and brochures that permeate trade shows. One client even had a case study enlarged and printed on a trade show exhibit wall!