

What is a Case Study and How to Use It to Drive Sales

Agenda

- ▶ About Me (Just a bit)
- ▶ About Content Marketing (Just a bit)
- ▶ What a Case Study Isn't and Is
- ▶ Ingredients in an Effective Case Study
- ▶ What to do with your Case Study
- ▶ Q&A

Who Am I?



| INCREDIBLE CONTENT |

Three Truths and a Lie

I am afraid of thunderstorms.

My very first writing job was a neighborhood newsletter my friends and I created in 5th grade called Paperclip.

My Mom dated Bob Dylan at summer camp in Wisconsin.

I've had 25 cats in my life...so far.

Let's Talk Content Marketing

- ▶ Definition of content marketing: Using content to create an audience to market to
- ▶ Content marketing costs 62% less than traditional marketing and generates 3x as many leads
- ▶ The top three primary goals of creating content are boosting sales, building relationships with customers, and increasing brand awareness
- ▶ 87% of B2B marketers prioritize the audience's informational needs over the organization's sales/promotional messages

Blog articles	Infographics
White Papers	eBooks
Social Media Posts	Podcasts
Website Copy	CASE STUDIES!

Why is Content Important?

Content helps your buyers at every stage of their buying journey:

Awareness 💡 - buyer becomes aware that they have a problem

Consideration 😞 - buyer defines their problem and considers options to solve it

Decision 💰 - buyer looks at and decides on a solution

Why Case Studies?

Let's look at the research...

- ▶ 92% of customers read online reviews before buying
- ▶ 88% of consumers trust online testimonials and reviews as much as recommendations from friends or family
- ▶ 79% of respondents to a survey claim they've consumed case studies in the last year and they remain the preferred content format among B2B buyers
- ▶ 64% of respondents share case studies, second only to blogs (74%)

Question:

Do you use case studies as part of your content marketing mix?



What a Case Study Isn't

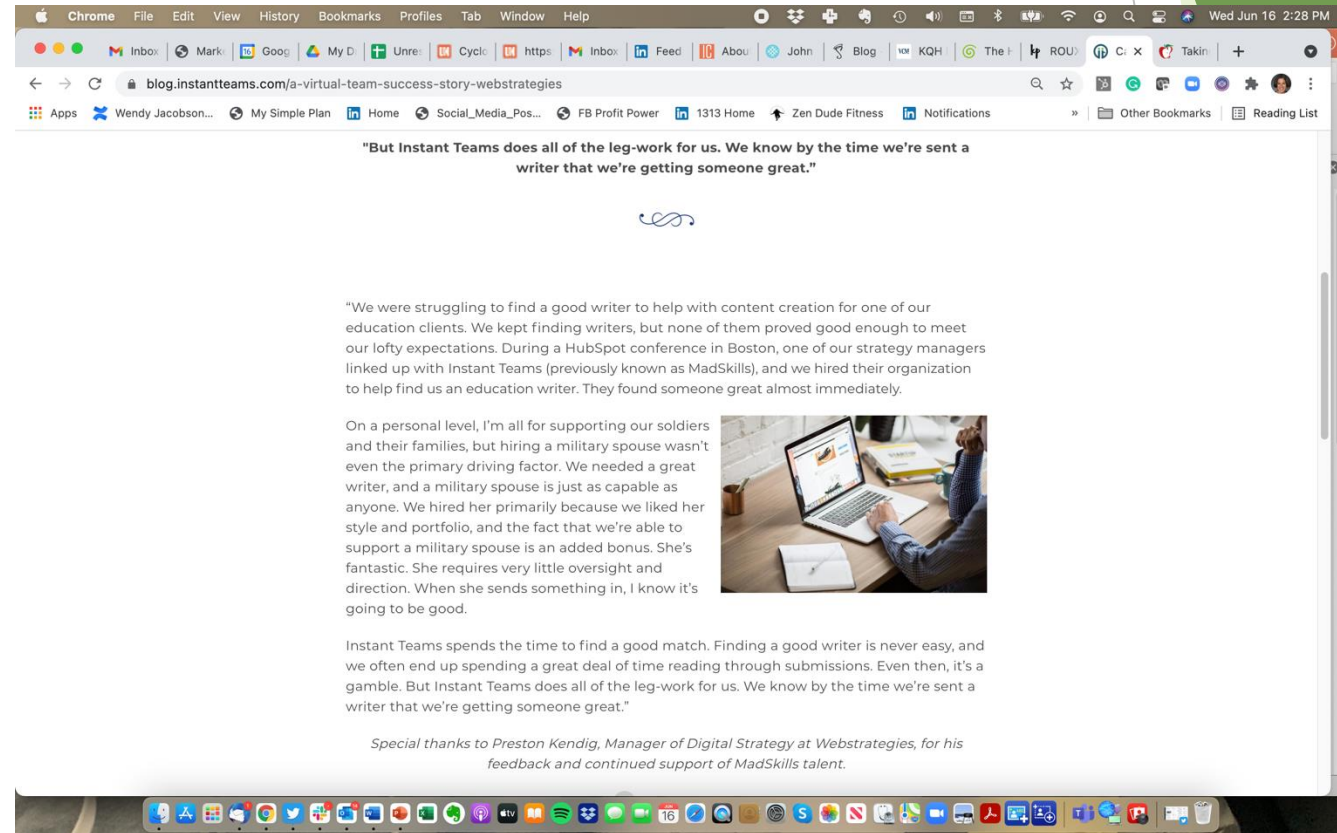
- ▶ A Case Study is not:
 - ▶ A testimonial
 - ▶ An article highlighting how you helped a customer
 - ▶ A picture slide show

What a Case Study Isn't

Let's Make A Splash...

We were approached by Zinvest Financial to build an animated splash screen for their newly developed stock trading app. Zinvest is entering a busy market with an MVP that separates them from the competition. Using AI and the investing patterns developed by their own hedge fund, they are giving retail investors an opportunity to trade like the big boys.

Our design was based on the concepts of simplicity and satisfaction; after all, making money is pretty satisfying and Zinvest makes it easy. Zinvest currently has around 35,000 users and are getting ready to launch their app in the US market.




The screenshot shows a Chrome browser window with the URL blog.instantteams.com/a-virtual-team-success-story-webstrategies. The article content is as follows:

"But Instant Teams does all of the leg-work for us. We know by the time we're sent a writer that we're getting someone great."

[Handwritten signature]

"We were struggling to find a good writer to help with content creation for one of our education clients. We kept finding writers, but none of them proved good enough to meet our lofty expectations. During a HubSpot conference in Boston, one of our strategy managers linked up with Instant Teams (previously known as MadSkills), and we hired their organization to help find us an education writer. They found someone great almost immediately.

On a personal level, I'm all for supporting our soldiers and their families, but hiring a military spouse wasn't even the primary driving factor. We needed a great writer, and a military spouse is just as capable as anyone. We hired her primarily because we liked her style and portfolio, and the fact that we're able to support a military spouse is an added bonus. She's fantastic. She requires very little oversight and direction. When she sends something in, I know it's going to be good.



Instant Teams spends the time to find a good match. Finding a good writer is never easy, and we often end up spending a great deal of time reading through submissions. Even then, it's a gamble. But Instant Teams does all of the leg-work for us. We know by the time we're sent a writer that we're getting someone great."

Special thanks to Preston Kendig, Manager of Digital Strategy at Webstrategies, for his feedback and continued support of MadSkills talent.

What A Case Study Is

- ▶ A Case Study:
 - ▶ Is a story with a beginning, middle and end that features a challenge + resolution
 - ▶ Includes input from your customer
 - ▶ Highlights information that is important to your target market, i.e., relatable
 - ▶ Helps your prospect move through the buying process by putting themselves in your happy customer's shoes

What You Need For an Effective Case Study: A Story

- ▶ Frame your case study as a story
 - ▶ Stories are how humans communicate and has been for 20,000 years
 - ▶ Stories cause chemical reactions in your brain
 - ▶ Chemical release makes it so that you respond to a story the same way you would respond if experiencing it
 - ▶ Dopamine - Released when building suspense
 - ▶ Cortisol - Released in high-stress situations
 - ▶ Oxytocin - “Love hormone” helps identify with protagonist
- ▶ Beginning, middle, end + Challenge, resolution

According to research, stories are up to 22x more memorable than facts alone



*“Data can persuade people,
but it doesn’t inspire them to act.”*

*“Life happens in the narratives we tell
one another. A story can go where
quantitative analysis is denied
admission: our hearts.”*

What You Need For an Effective Case Study: Customer Input

- ▶ Your case study is not about you; it's about your customer - they are the hero in your story
- ▶ You need input from your customer:
 - ▶ What was your customer's challenge when they decided to ask for help?
 - ▶ Why did they choose to work with you over your competition?
 - ▶ What results did you help them achieve?

WOULD YOU RATHER

READ THIS:

The previous designer had delivered a project and then delivered a baby. I was the replacement referral and thus started a fun series of collaborations with the University of Oxford North American Office. They needed this series of brochures for a confidential project to be designed for a building to help secure funding — and these pieces helped move the negotiations to the next level.

OR

READ THIS:

“We needed to WOW an audience of one.”

The University of Oxford had, literally, a once in a millennium opportunity and if successful, it would receive an unprecedented donation for a new humanities center.

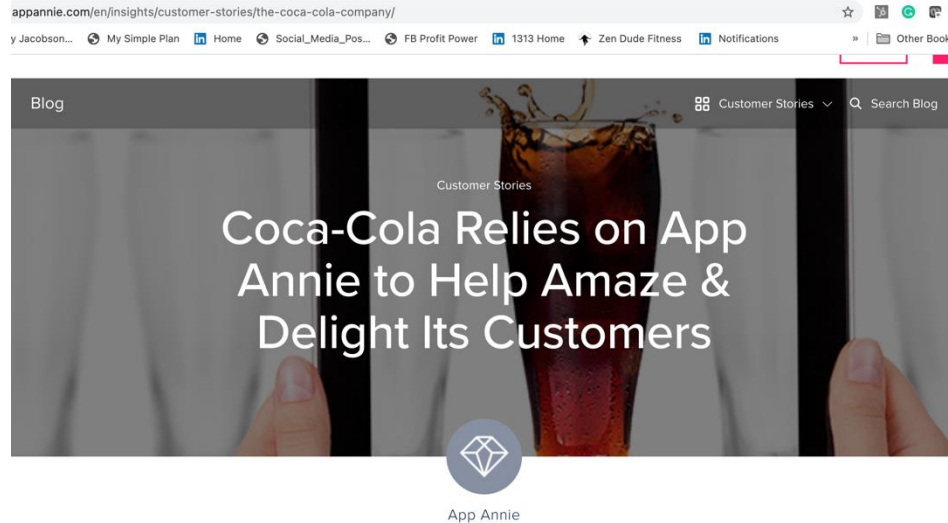
“A major prospect challenged us to envision a new Centre for the Humanities that was more than a building for academics. It was to be a mini-Lincoln Center, with a 500-seat auditorium, theater, galleries, a television studio, and other public-facing amenities that would project Oxford’s voice and benefit not only the students at the university but the entire world,” Michael Cooper, Associate Vice President, University of Oxford, says.

What You Need For an Effective Case Study: Powerful Headline

- ▶ Your headline's job is to compel the reader to want to read more
- ▶ An effective headline leverages:
 - ▶ A company your reader is familiar with
 - ▶ A pain your reader is experiencing
 - ▶ A result your reader wants

What You Need For an Effective Case Study: Powerful Headline

Customer Case Study: Wine.com



How the University of Oxford used a series of marketing brochures to appeal to one donor and secure the biggest donation in its 1,000-year history for a Centre for the Humanities

April 11, 2018

CASE STUDY

Landing Page Optimization: How Aetna's HealthSpire startup generated 638% more leads for its call center

What You Need For an Effective Case Study: Clear Call to Action



Want to learn more about Curata CCS?
Book a demo: www.curata.com/demo

Find out how we can put solutions
like these to work for you.

Get in Touch

Interested in working with us?

REQUEST A DEMO

➔ **Set up a consultation
with us today to produce
results like this for your
brand!**

What You Need For an Effective Case Study: Relatable Challenge



What You Need For an Effective Case Study: Review

- ▶ Frame it as a story
- ▶ Include customer input
- ▶ Have a powerful headline
- ▶ Include a clear call to action
- ▶ Make it about someone/something you want more of

All 5 Ingredients Make Your Case Study:

- ▶ Relatable
- ▶ Objective
- ▶ Social Proof
- ▶ FOMO

What You Need For an Effective Case Study: Now What?

- ▶ Toss it up on your website
- ▶ Give to salespeople to use
- ▶ Repurpose it!
 - ▶ Blog post
 - ▶ Infographic
 - ▶ Email newsletter
 - ▶ Lead magnet
 - ▶ Podcast
 - ▶ Create a video
 - ▶ Social media

The Power of Case Studies - They Increase Your Credibility

- ▶ Case studies enable you to flex your credibility muscle and highlight the great work you do
 - ▶ Remember, it's not about you; it's about your customer
- ▶ Case studies help you establish yourself as an expert
 - ▶ The story emphasizes your expertise in the industry
 - ▶ They highlight your capabilities

The Power of Case Studies - They Benefit Your Customer, Too

- ▶ They demonstrate their desire to improve
- ▶ They drive traffic to their website
- ▶ They provide indirect publicity

When to Use Case Studies in the Buyer's Journey?

- ▶ Awareness - buyer becomes aware that they have a problem
- ▶ **Consideration - buyer defines their problem and considers options to solve it**
- ▶ **Decision - buyer looks at and decides on a solution**

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Let's Connect!



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<https://www.linkedin.com/in/wjacobson/>

Questions

