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9 ways case studies create more exposure and increase your paying clientele:

1. Use it in a press release

A case study can quickly be abridged and reformatted into a press release. Be sure to note that a longer, more complete case study version is available. Editors of papers, magazines, local community papers might pick it up.

2. Mail it to prospective business clients and even past clients

This is a terrific way to keep in touch, raise awareness about a new product or service, and convert prospects into clients.

3. Give it to businesses who already are a client, however they may not know of your new products and services

There may even be people in their waiting rooms who will be swayed by case studies which are often more convincing than a brochure. They may need your product or services and/or tell others.

4. Post it on your web site

Want to improve traffic to your site? Keep refreshing and adding solid content. A case study certainly qualifies and success stories of some of your current clients in their own words will do far more to convince clients to have confidence in your product or services.

5. Use in a story in your newsletter or ezine

Success stories based on real-world applications, especially your client's success stories garner the highest readership in newsletters and ezines.

6. As a speaking topic

If your executives or staff speak at meetings and conferences, a case study makes an excellent presentation. The content can easily be converted into PowerPoint™ slides. The printed case study itself can be used as a handout.

7. In lead-generation programs

A case study makes a terrific "promotional item of interest" in an advertising campaign, email, direct mailer and on a website. In direct marketing, we call this strategy an Information Premium. It works!

8. For testimonials

Testimonials in a story format help make benefits more believable. The quotes gleaned from happy, successful, settled clients in a respectful interview for the case study can also be used — with permission, of course — in fundraising campaigns, brochures, websites and more.

9. At annual trade shows as a handout

Case studies are a great way to break through the clutter of flyers and brochures that permeate fairs, conventions and shows. You may even want to have a case study enlarged and printed on a trade show exhibit wall!

A case study focussing on the merits of your business and capturing the warmth of satisfied clientele quotes and feedback does take work to plan and prepare. However, with your case study in hand, you will be set to experience huge and rapid paybacks.