

LEVERAGING A GREAT CASE STUDY

One great Case Study can be leveraged as a whole piece and each of the individual components of that piece can also be used to fit into a much broader and strategic outreach campaign.



ELEMENTS OF A GREAT CASE STUDY

- Customer name and logo
- Overview
- Challenge
- Solution
- Results
- Images
- Testimonials
- Data and Statistics



ATTRIBUTES

- Relevant*
- Fresh*
- Accurate*
- Clear*
- Valid*

LEVERAGING A CASE STUDY ACROSS VARIOUS CHANNELS

Use your clients' names/logos to validate the successes that you help them to achieve.

Use your clients' words and statistics to validate and quantify achievements.

You can never have too many positive quotes, mix them up and keep them fresh. Illustrate successful solutions. Share the positive results from past work.

Digital campaigns allow you to use all the components you gather from a case study in multiple areas, with flexibility to change and cycle the information.

Use the key elements of a case study to target new clients that may face similar challenges. Offer incentives or rewards for responses.

Keep it simple and direct in trade displays, but use your clients words and examples of the solution you provided.

Create multiple slides that help tell the full story of your contribution to a clients' success. Keep it flexible so that you can share what is relevant when presenting.

Create multiple Social Media posts that show a small part of the case study and all link back to a more detailed explanation on your website. Track what pages get read most often and for how long. Use this information to continue to build your stories.

Channel	CUSTOMER OUTREACH	WEB ANALYTICS	LEAD GENERATION	THOUGHT LEADERSHIP	CUSTOMER LOYALTY	SHAREHOLDER VALUE	BRAND AWARENESS	COMPETITIVE ADVANTAGE	EMPLOYEE ENGAGEMENT	TALENT RECRUITMENT
Issue Briefs										
Press Releases										
White Papers	★		★	★						★
Print Collateral	★		★		★	★	★	★		★
Web	★	★	★			★	★	★		★
Emailers	★	★	★	★	★		★	★		
Tradeshows and Events	★		★	★	★		★	★	★	
Presentations	★		★	★	★	★	★	★		★
Social Media	★	★	★	★	★	★	★	★	★	★

BENEFITS