# 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
- **Testimonials**

**Images** 

Data and Statistics



### **ATTRIBUTES**

Relevant

Fresh

Accurate

Clear

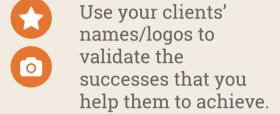
Valid

## LEVERAGING A CASE STUDY ACROSS VARIOUS CHANNELS

Press Releases

**CUSTOMER OUTREACH** 

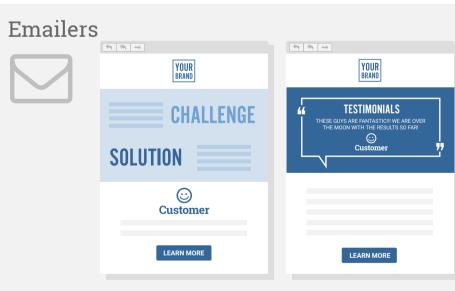
Issue Briefs

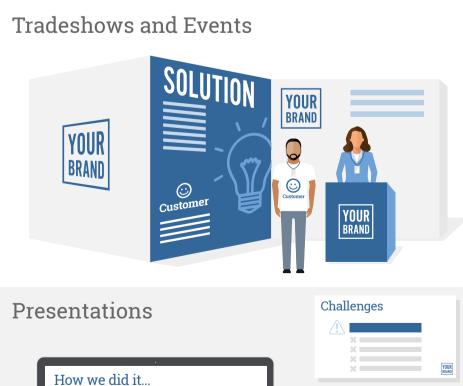


- Use your clients' words and statistics to validate and
- quantify achievements.
- You can never have too many positive quotes, mix them up and keep them fresh. Illustrate successful solutions. Share the positive results from past work.
- Digital campaigns allow you to use all the components you gather 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.









Results

**Our Customers** 



Like Comment A Share

### BENEFITS

**WEB ANALYTICS** SHAREHOLDER VALUE EMPLOYEE ENGAGEMENT LEAD GENERATION **CUSTOMER LOYALTY BRAND AWARENESS** COMPETITIVE ADVANTAGE THOUGHT LEADERSHIP **TALENT RECRUITMENT** 









COMPETITIVE ADVANTAGE **EMPLOYEE ENGAGEMENT** THOUGHT LEADERSHIP SHAREHOLDER VALUE **CUSTOMER LOYALTY BRAND AWARENESS** LEAD GENERATION **WEB ANALYTICS** 

**FALENT RECRUITMENT** 

**CUSTOMER OUTREACH** 

**13** 5 ♥ 47 ☑