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**Stories - The Case
For Using Them**

Julian Jackson

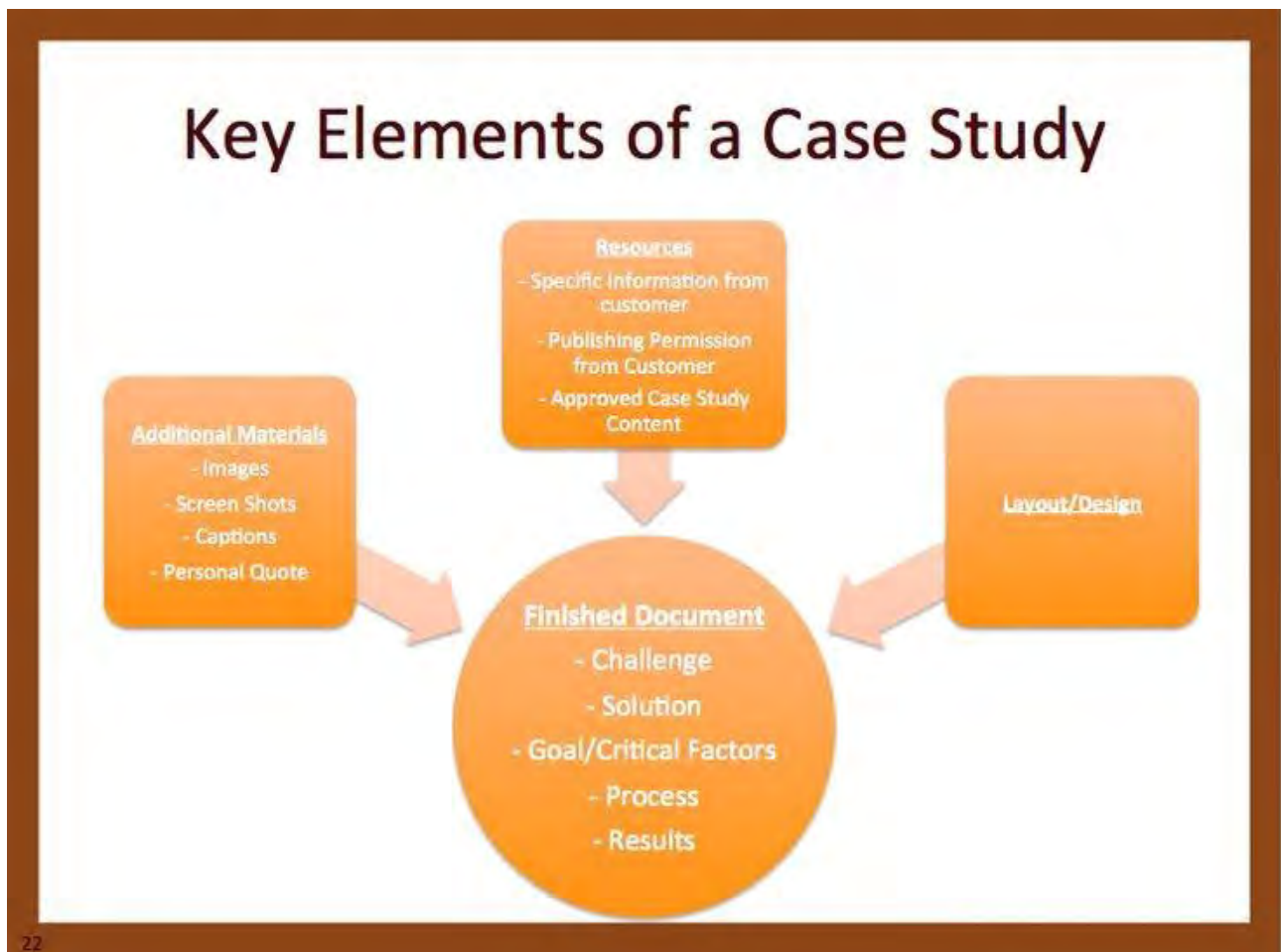


Introduction

Many businesses use case studies to raise their profile, support their sales teams, have material to use with media, including social media - and utilise for outreach. Most case studies are one to two pages long. This is a digestible length but allows the business to tell a story about how they overcame a challenge. My German clients call case studies **success stories** which is perhaps a more apt description.

"Using case studies in your marketing strategy is a great way to build trust with potential clients and can help to generate high-quality leads for your pipeline. Each case study is essentially a story highlighting a challenge that someone was looking to overcome and how we helped them solve their problem. It's a sneak peek into what someone can expect when they work with you."

Kashif Naqshbandi, Chief Marketing Officer, [Tenth Revolution Group](#)



Kashif continues, "The best way to show off your case studies is to include them across your customer touchpoints. Whether a client is engaging with a sales representative or reading a piece of branded content, your objective is to demonstrate that you are the solution to their pain points and can add value to their business."

Evidence for the Usefulness of Success Stories

Marketing guru Neil Patel used email case studies to increase his deal closing ratio by 70%. He increased the sales of one of his clients by 185% by testing three different case studies.

Neil says, "A major reason for crafting any type of case report is to eliminate the doubts of your prospects. It helps them visualize their success by providing usage details that support your product's value. Once you gain the trust of a prospect, it becomes much easier to convert them."

Case studies can be used for lead generation. You can ask for an email address for downloading the case study or offer the browser subscription to your newsletter. Since GDPR was implemented you need to say what the information is being used for and offer them an opt-out. Many case studies are not fire-walled in any way so the visitor can have easy access to them. It depends on how you wish to offer them to the reader; pdf files are the most common method, but also web pages, you can, of course, do both, and nowadays some are converted to ebooks too for access on mobile platforms, including ebook readers such as Google's Kindle.

Eccolo Media, a San Francisco-based media agency, found in its B2B Technology Content Survey Report, that case studies rank as the third most influential content marketing type in the purchase process for both small businesses and large enterprises.

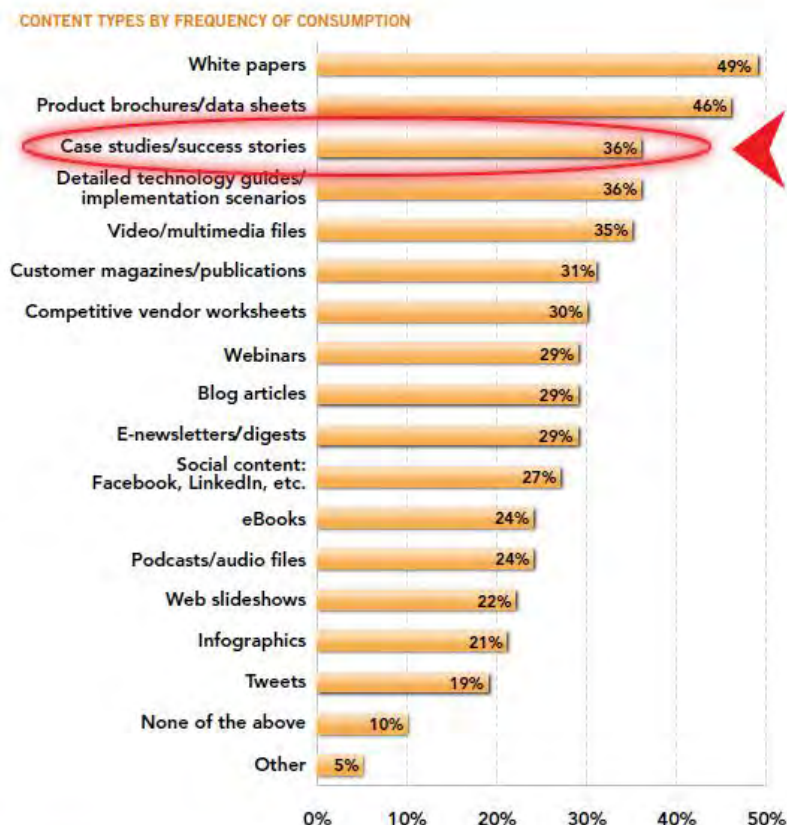


FIGURE 5: Which vendor collateral types have you consumed to evaluate a technology purchase in the last 6 months?

A Real Example

One of my clients is an award-winning software company. They have done many projects, from the software that runs traffic lights in a capital city, to the website for a mom-and-pop archery products vendor. Mostly they concentrate on high-end multi-million-pound tenders. I wrote over 100 case studies for them. Unusually they chose not to feature most of them on their website: they are in the company's intranet and printed-out and bound in the reception area. Why is this? When their salespeople go in to pitch, they come with copies of the appropriate case study: "Yes, we've already done something very similar to what you need. Have a read of this."

The chief salesman told me this was a very productive approach and sometimes the client agreed to the sale on the spot after reading the material.

How To Create Engaging Success Stories

Firstly you need a good headline, like 'Total Software Helps Universal Widgets Grow by 15%', followed by a concise summary of the case study/success story. Then you have the main body of the text, explaining how the client used [your product or service] to overcome a business challenge – from the customer's point of view. I usually interview clients directly and quote them, that produces the best, most personable results, though there are other ways of getting the necessary material.

Finally, you want a conclusion, about how the customer's business was improved, followed by a call to action: for example, "Call us for a free consultation." This is the only overt sales talk in the piece.

This is a summary of my article here: <https://www.journoportfolio.com/blog/writing-top-outstanding-case-studies/>

Distribution Benefits

When a success story is written, it needs to be distributed. Companies normally put them on their website, use a taster in their newsletter with a link to the file, and tweet about it. Often you can get wider distribution via the client (who often likes it so much they promote it too), trade organisations and the media.

Kashif Naqshbandi says, "You can break case studies down into short testimonials or success stories for use on landing pages or in brochures, but we've also created entire marketing collateral around extended case studies that go into more detail, which our clients really appreciate."

Issues with case studies

- Too short – companies often have case studies that are only a paragraph, which can be summarised as “We did this.” No story arc
- They often are not readable or explain the customer benefits clearly: “We installed our latest FMX 213 which has a throughput of 17 gergs a second. The customer was very happy.”
- They neglect the impact of images, charts and infographics
- Sometimes they do not have a Call to Action at the end

Conclusion

Case studies bring results in combination with other sales, marketing, and customer relationship management methods.

About me:

I am a writer whose interests encompass technology, cryptocurrencies and blockchain, the environment, as well as photography and film. Contact me on info@julianjackson.co.uk

My portfolio is here: julianj.journoportfolio.com

“Julian Jackson is a master copywriter. He has been working with us to improve our communications and raise the profile of our members. He is very professional in his approach to many different business sectors and organisations in terms of analysing their needs and crafting top quality content.” [Steve Pinto, CEO, Wandsworth Chamber of Commerce](#)

“Julian is able to take a sometimes complicated collection of messages and turn them into an easy-to-follow story that any reader will understand, whatever their level of knowledge of the subject matter. He was a pleasure to work with and made my life much easier :-)”

[Katrina Dixon - B2B marketing consultant](#)

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