

# THE COMMONSENSE MARKETING GUIDE TO CREATING AND USING POWERFUL CASE STUDIES







## CREATING AND USING POWERFUL CASE STUDIES

Case Studies are pure gold when it comes to marketing your business. Why?

Because what you say about yourself is marketing. But when you tell a story about how exactly you helped a client, and it's backed up with a client endorsement or testimonial, the trust factor goes up ten notches.

If structured well, a case study is so much more powerful than just a testimonial.

1. It gives you the opportunity to tell a story – from beginning to end so people see your process and true value.
2. It's a lot more interesting and informative than just a short testimonial.
3. It is proof that you can actually do what you promise.
4. It creates transparency and honesty about how you work.
5. It creates desire for prospects experiencing similar issues to contact you. You've shown through the story telling that you understand the problem or requirement and know exactly what to do to achieve a successful outcome.

## HOW TO CRAFT A GOOD CASE STUDY

A compelling case study should be succinct, yet flow well so that it is a really interesting read. It doesn't need to be five pages long, nor should it be a couple of short paragraphs. It needs to be long enough to tell the story so that the reader is not left wondering why or how, and ends up admiring you for what you achieved.

We use the following formula to structure case studies for our clients.

BACKGROUND

REQUIREMENT

CHALLENGES

OUTCOME



## 1. BACKGROUND

This is a brief introduction to the client, or how your relationship to the client came about. It sets the scene and puts the case study into context.

## 2. REQUIREMENT

The requirement refers to the project; the scope of work they needed to be done, and why. If it's not confidential and the client agrees, include details like Client Name, project budget, duration and year undertaken, and their logo.

## 3. CHALLENGES

This section should succinctly describe any challenges the client was experiencing which required the project to be undertaken, and also include any challenges you faced with delivering the project.

## 4. SOLUTION

Outline the solution you provided, and how you went about providing the solution. Detail your products and/or services and any specific steps implemented, to make it an interesting journey for someone to read. You may also want to include details of some innovative things you may have done to overcome specific challenges, or initiatives you took to keep the project on schedule or within budget, or to deliver more than was expected. This is the section where you really show off your expertise and commitment to helping your client.

## 5. OUTCOME

What did you achieve for your client? What was the ultimate benefits to them? Did you save them money or make money? Perhaps you helped them save a lot of time. Perhaps you developed something that exactly met specifications which means the client could xxxx. You need to spell out the outcome for the client.

Most importantly, if you can, include a client testimonial. Don't just tell your audience what results your customer achieved with your product or service – let the customer tell them.

Here's a great way to get that testimonial.

- Ask your client for their "advice" with creating the case study. Send it to them for review and ask for their suggestions and approval.



MARKETING



WEBSITES



MENTORING

- Also make a request for a “quote” from them regarding the project, because it would add authenticity to the case study. In fact, as clients are usually very busy and getting a quote can take a while, offer to write a draft for them or include it in the case study draft you send. A good quote is one that focuses on the challenge and outcome – not what a nice person you are.
- If they are happy with it all, (and it’s not pushing the friendship) also, request an image of them and permission to use their logo. That will really make the whole case study extremely powerful.

## 6. CALL TO ACTION

Finally, I recommend using a subtle call to action at the end of the case study, with your contact details (of course the exact words need to be tailored to suit your target market, your products/ services and your target market).

Something like -

“Want results like these in your business?”

“Like to explore how we may be able to help you achieve results like these too?”

1. **Visual Proof.** Think how you can bring visual interest to illustrate the case study. People always look at images before reading text. Consider using before and after images within the case study to illustrate the project.

Examples:

- Renovation project - before and after
- Examples of things you create for a client (marketing collateral, books, reports, construction, prototypes, art, etc)
- In-situ photos of you delivering your service – training session, landscaping, manufacturing

2. **Statistics.** What stats can you add to the case study to provide proof of challenges and proof of outcomes?

Average staff turnover in this industry is 25% pa, with our program the client has reduced staff turnover to 12% pa.

- The widget we provided reduced our client’s time doing X by 20% per week
- We completed the project 5 days early and came in under budget by 5%
- Leads generated from the website have increased by 45% over the same period last year.



The worst thing you can do is bury them. These are up there as possibly your best marketing promotional pieces, so share them far and wide.

1. Publish them to your website, with a link direct from the main nav. We recommend one case study per page.
2. Create a pdf brochure of all of them and send it off to qualified prospects who make enquiries or request quotes.
3. Share them one by one on your social media posts.
4. Create longer versions of them and turn them in to blogposts.
5. Share them with your audience when you're pitching for business or presenting at live events.

Like to see live examples of case studies?

- Some from our own website - [Commonsense Marketing](#)
- Some we helped our client [IXSurvey](#) develop for their website

## LIKE SOME HELP?

If you'd like help constructing, publishing and promoting your case studies, please

- give us a call on 1300 554 495
- email us: [annette@commonsensemktng.com.au](mailto:annette@commonsensemktng.com.au)
- book a chat at a time which suits, and I'll call you - <https://calendly.com/commonsense-marketing/15-discovery>





## ABOUT COMMONSENSE MARKETING

When you engage someone to help you with your business – you want assurance that they know what they're doing, have a good track record and have integrity. You want to work with someone you can trust.

Annette Welsford has been providing marketing services for a range of business for around 30 years. No matter what the size of company or the industry – there's a few key principles that work for everyone – if done well.

1. Building customer trust and loyalty is the best investment of your time and money that you will ever make
2. Your business is all about delivering what your customers need and want. Not about selling whatever it is you offer.
3. To be successful for the long term, you must be different and better than your competitors.

There are many people around who claim to be "marketing experts". They've done a course, learned web design, email marketing or SEO and all of a sudden they're a genius. We are embarrassed and frustrated by some of the dreadful marketing campaigns that unsuspecting business owners hand over substantial money for.

When choosing a marketing company – ensure they do all of the following:

- Help you set the right goals
- Set strategies designed to meet your goals
- Develop campaigns to attract new customers
- Most importantly – develop strategies and campaigns to build loyalty and keep your customers coming back for the long term
- Provide strategies and campaigns to create lots of referrals
- Provide proof of results they've achieved for others.

Your marketing is very important as it is the public face of your company. Make sure it doesn't misrepresent you. Make sure you get results.

The Commonsense Marketing team is comprised of talented writers, graphic designers, web developers, a project manager and an audio/visual expert.



**Annette Welsford** has extensive experience in web design, online and offline marketing, customer loyalty marketing, branding and direct marketing. She regularly speaks at events on a variety of marketing topics and has delivered many indepth technical sessions on website development and online marketing topics.

She has authored and published 4 books to an audience exceeding 11000 in 90 countries.

Before starting Commonsense Marketing she worked in senior marketing roles for transport, manufacturing, retail, architecture and internet marketing companies.

Unlike many "marketing consultants", Annette has created several of her own successful offline and online businesses – and so has hands on experience as well as theoretical knowledge. She majored in Marketing when completing her Masters of Business Administration at the University of Southern Qld and holds a Diploma in Direct Marketing from Monash University.