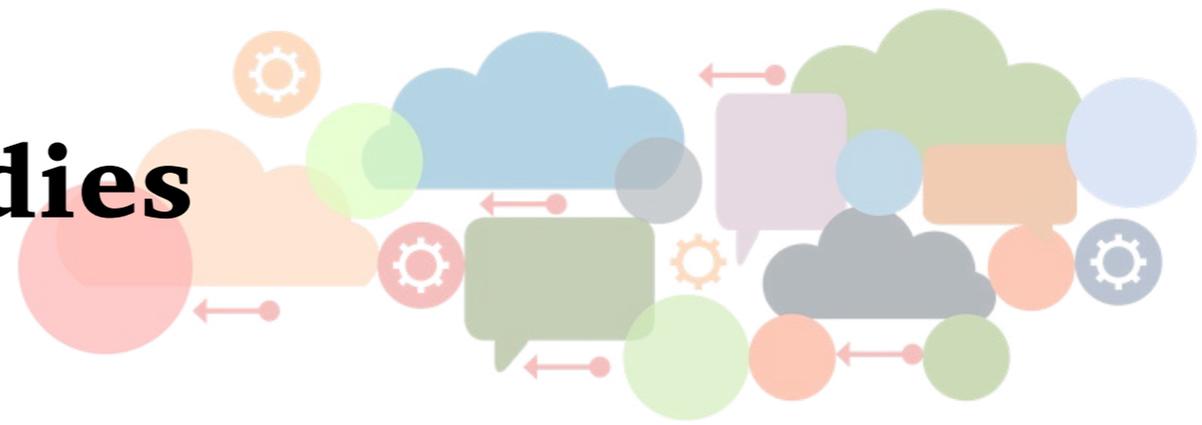


The Benefits of Case Studies



CONTENT IS KING

60%

of B2B Buyers
DISLIKE
Sales Reps

62%

Buy solely on
DIGITAL
CONTENT

Case Studies Are Success Stories

Case studies are really success stories. They satisfy our hunger for stories while showing prospective clients how they can benefit from your service or product. They are not all about you, and that's refreshing. They're about your best clients. That's why they work best for B2B situations.

Advantages of Success Stories

When you publish a success story (online or in print), you have a chance to offer a complete account about how you were able to help a client resolve a major issue or problem. Let's face it: all of your clients face problems or challenges. And they have plenty of company. Your objective in telling their story is not merely to take credit for their success but to show others how they, too, can overcome their challenges by doing business with you.

A success story is long enough to establish you as an authority. It is also short enough to encourage people to read it. When a potential client reads your success story, a basis for a dialogue with you will be established. A success story is much more than a snappy catchphrase, slogan, or headline. It's protein, not carbs.

Success stories are easy to pass around, and they benefit both you and your client, the subject of the story. A success story reflects well on your client by displaying how the client overcame a specific challenge. And the story illustrates how you assisted the client in doing so. Success stories promote you and your client at the same time.

How Success Stories Are Built

These stories, like ancient Rome, are not built in a day. Since they show how your client solved a problem, they typically reflect a structure of describing that problem, previous attempts to solve it, an account of why the client reached out to you, what you provided, and what worked and, candidly, what didn't work so well.



Filling in the details means our interviewing your client to obtain a thorough and accurate understanding of their experience. And for our interview(s) to be productive, we need to undertake some basic research so that we can interpret what the client tells us. We would also interview you so that we can add your perspective as appropriate.

Presentation is vital. Case studies used to consist only of text. In our digital, graphic age, good design is vital to gaining and holding attention. Including relevant photos, charts, tables, and images is mandatory to communicate the story. After all, you want to wake people up, not cure their insomnia. Once a draft is created, both you and your client would have an opportunity to review and comment on successive revisions.

Upon your approval, the story will be published on various digital platforms (website and social media) and prepared for printing as desired.

Outsourcing Your Success Stories

While you might have the resources to produce these stories in-house, having a set of objective eyes could help produce a more convincing narrative. Someone outside your organization might bring different questions to the process.

If you or your associates don't have the needed skills or are too busy, contracting with an external vendor allows you to acquire expertise without adding to your permanent overhead cost. Outsourcing your success story projects could result in a better outcome at lower cost.

CONTACT US

We're accessible to our clients!

E: barnettwriter@gmail.com

P: 860-880-0311

C: 315-569-8724

www.barnettwriter.com

