

Using Case Studies to Convince Your Clients You Can Deliver



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Case Studies Demonstrate Success

They provide proof that your company is able to accomplish what you say it can do based on real results, not just theories. They serve to show not only that your customers are satisfied but how your company solved problems or pain points. For a prospective consumer, a case study is a great way to connect the dots using real-world context to generate their present or future buying behaviors.

Well-constructed case studies tell a unique story, focus on the myriad benefits to a consumer and illustrate your company's achievements. By showcasing this trio of information, you assist potential and existing clientele in making informed future purchasing decisions.

The Value of Case Studies

The [2021 DemandGen Report](#) indicates that case studies consistently from year to year remain in the top 10 of the content food chain. In addition, lead generation and conversion journey paths are positively affected by case study use as a productive customer experience and a compelling story can be a tipping point for prospective customers. A case study or a series of them helps to fully shape their understanding and signal stronger buy-in for how a company's product or service suite can benefit them.

When you have a sales ready prospect who is wavering between you and your competition, having an arsenal of case studies at your disposal often tips the scale in your favor.

Making case studies as a focal point on your company's website and/or as part of your sales and marketing efforts can reassure and persuade customers to conclude that what you offer is what they need.

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Don't Wait for the Perfect Situation to Craft Case Studies

Many of Aviate Creative's clients have also shared that they weren't sure they could craft a case study generically without using a client name or that they are reluctant to share statistics, shying away for fear of seeming too overt or salesy. Many are surprised to hear that you can create case studies without needing to include a customer's name.

Anonymous case studies are:

- ✓ Extremely effective and powerful as they let a prospect "step-in" and visualize reaping the same or similar benefits through a company's solutions.
- ✓ Not showy or gimmicky but are the most straight forward of content creation because they present factual information.

Case Studies Shine a Positive Spotlight

Case studies offer the perfect example of a company's solutions while also spotlighting the positive benefits, results and outcomes of their customers because of those capabilities.

Generating case studies also offers the opportunity to learn a lot about the interaction between your company's products or services and your customers. In essence, when compiling data for a case study, you not only receive real-time feedback, you also gain market research insights. It is an important marketing touchpoint and far different from asking for a simple testimonial.



Soup-To-Nuts

In manufacturing circles the Norwalt name is synonymous with engineering ingenuity. Aviate created a series of custom case studies that showcased those robust capabilities including their impressive design efficiencies and innovation. We provided soup-to-nuts direction on the development, format, design, interviewing, copywriting and layout of the case studies.

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Formats Are Not Fixed

There is no one way to structure a case study however there are some important things to consider.

- ✓ You need to architect a story that translates into how product features and specifications are valuable to the reader.
- ✓ You do want to keep the language relatively simple as the reach of the case studies is an entire pool of potential customers.
- ✓ Choose relatable titles and sub headers throughout.
- ✓ Incorporate visual elements like call out boxes, bulleted lists, and sidebars to keep it easy on the eyes for the reader.
- ✓ A nice balance of features on a page keeps things interesting and keeps a reader engaged.

The format for a solid case study varies and studies can and should be created around what organically makes sense for each one as long as they include elements that highlight the following areas:

1. Goal, Obstacle or Challenge
2. Story, Experience or History
3. Solution(s) Implemented
4. Result, Outcome or Key Takeaways

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Creative Retrofit

Aviate stepped in to help Advanced Technology Services (ATS) generate case studies to display how they help manufacturers lower costs through improved asset performance and productivity. We retrofitted ATS success stories to be consistent with their existing case study formats and added some creative elements to increase visual appeal and readability.

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1. Goal, Obstacle or Challenge

Case studies should thoroughly explain a client's goal, obstacle or challenge. Expressing what your client desired to accomplish or overcome is critical in earning buy-in from prospective customers.

Acknowledging a lofty goal or a problematic issue sets the stage for showing how you were able with your product or service to step in and hit the mark or fix the problem.

2. Story, Experience or History

There is a story, experience or history behind any case study that fills in the gaps and does a deeper dive on the goal, obstacle or challenge that was met or conquered.

These illustrate and bring life to why your company's product or service is so important.

A backstory or experience is something memorable for people and being memorable should always be one of the end goals with any marketing piece.

3. Solution(s) Implemented

What steps, processes or solutions were implemented to help the client reach their goals or overcome a challenge? How were you uniquely positioned or qualified to assist them in their endeavor?

What, if any, unexpected barriers surfaced that you were able to also assist them with? Explaining the complete range and real-time implementation of any solutions conveys authenticity, tenacity, integrity and expertise.

4. Result, Outcome or Key Takeaways

This is one of the areas where your company gets to truly shine. Case studies highlight your solutions to pain points, however the emphasis is on the experience of your customer.

Prospective clients like to be able to directly relate to having similar challenges and obstacles and through your case study example they can view how your company's solution might be advantageous to them as well. You can never go wrong with sharing statistics, conversion rates, risk reduction measures, productivity levels or revenue made or saved.

As long as a case study displays a "before" and "after" scenario complete with appropriate imagery or company assets such as photography, the actual format isn't hard and fast.

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Engagement with Case Studies

Curating customer data then writing and designing case studies is a best practice in keeping ahead of your ever evolving competitive landscape. It isn't that expensive either.

Have a few conversations with your customers to fill in the gaps, hire a great graphic designer and copywriter that can turn those stories, statistics and successes into something appealing and readable and you can have a reservoir of case studies at the ready.

They show proof to your target audience that you have a proactive and customer-centric approach which is always a strong marketplace dynamic to be associated with. Customers find more value in what other people have experienced with you than what your company might have to say about itself.

The endgame is that case studies provide significant credibility and are the perfect medium for showing that people are using your product(s) or service(s) and finding success doing so.



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Aviate Creative can help you get case studies crafted and crafted well.

Let us elevate your case studies to new heights. Our in-depth and stepwise process when we engage in writing and designing our case study projects ensures that our clients get the maximum ROI.

Contact Aviate

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