

# Case Studies - The Swiss Army Knife of Marketing Tools

## Why you should consider adding them to your marketing toolbox

Whether you're marketing a product in the business-to-business or business-to-consumer arena, case studies are one of the best tools you can add to your marketing arsenal. Here's why:

### The Power of Testimonials

It's one thing to tell potential customers how great your product/service is, but it's so much more effective if they hear it from someone who's life has been made easier by using that product/service. People trust the testimony that comes from direct experience more than they trust the words that come out of the marketing department.

Case studies take the concept of the customer testimonial to the max by going way beyond a simple quote placed in a brochure or on your website. The case study details a customer who has a particular problem, how he found out about your company and how your company resolved the issue. It's like word of mouth advertising that never stops working for you.

### Versatility

Not many people realize it, but a well-written, powerful case study can be:

- Posted to your website.
- Be given to your salespeople to help convert prospects into buyers.
- Be used as lead generators by being made into a 'giveaway product'.

### High Readership

Unlike brochures, print ads or web site product pages, case studies get read and passed around. You may give it to one person, but that one person may hand it off to a friend, who gives it to someone else

and so on. In addition, a case study is one of the few marketing tools that can be used for a year or even longer. That's a lot more bang for your marketing buck than a newspaper ad that gets chucked in the recycling bin after a few hours.

And because your product/service is being endorsed by a satisfied third party, the case study carries more weight than other types of marketing materials.

### Expense

Compared to big marketing campaigns, pretty (but expensive) brochures and advertisements that may or may not generate results, the expense of producing a case study is relatively small when you consider how much mileage you can get out of them. Keep in mind that a case study can be used over and over, whereas an ad has a much shorter shelf life.

You see, case studies really are the Swiss Army Knives of marketing tools. Is it time you added them to your marketing toolbox?



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