

SERVICE BRIEF

Case Study Creation

Market not just your MSP, but your success as an MSP!



What better way to relate to your prospects than by showing them that their issues and problems aren't unique and, more importantly, are perfectly solvable? A case study shows your expertise and that you can do the job.

The Case Study Creation Service costs \$500.00 for one case study, \$950 for two case studies, or \$1,425 for three case studies.

Why Case Studies Are So Valuable

Case studies, or customer success stories, are beneficial to your marketing strategy because they combine compelling storytelling with key informational content about your business. They provide the opportunity to expand upon and analyze a customer's problem, going on to explain how your business helped by providing a solution and help set the reader up with an idea of what to expect should they choose to work with your company. In addition, case studies are:

- Great for vertical marketing
- Explain how a specific technology problem was solved
- Are comprehensive
- Sharable on social media
- Provide social proof
- Reduce bias

When your company helps someone achieve success, you should show this off and share with your prospects. Let us help with the creation of case studies for your business!

What You Get

The Case Study Creation Service includes:

- Interview questions for your team members
- An interview with your client
- Professional writing of case study
- Draft review of the final content
- Design and branding of a print-ready template
- Addition to your company's website

How to Market Your Case Study

Once your case study is complete, you should be doing something to promote and not just putting it on your website. You can also encourage exposure to potential customers with your case studies by:

- Submitting them to your local newspaper
- Sending to or giving them to prospective clients
- Sharing with your Chamber of Commerce members
- Using for Ads on social media or other calls-to-action
- Including them in your direct mail or email marketing
- Including them with your newsletter or featuring them in it
- Using them as handouts at a trade show or industry event
- Creating videos to accompany the case study

In conjunction with your marketing efforts, case studies can also benefit both your website's SEO and your business' online reputation.

The point of having success stories is to tell them... we can help! Order your case study today! jmct.io/getyourcasestudy

INFORMATIONAL BLOGS

- ***Tell Your Customer Success Stories with Case Studies*** - Using case studies to showcase your problem-solving capabilities can be an especially powerful social proof and lead to an increase in conversion rates. By explaining how problems are solved while at the same time providing valuable social proof through your stories, you position your brand in the readers' minds as an authoritative and capable figure in the IT industry. **Read More:** jmct.io/successstories
- ***The Elements of Effective Case Studies*** - There are a few basic elements that must be included in any case study in order to maximize its impact as social proof. It's at your discretion how you want to format and present them. To start the case study, you need to clearly explain why your clients were in need of your business' technology services. **Read More:** jmct.io/effectivecasestudies
- ***Write a Compelling Case Study That Gets Results*** - A case study can be a great way to accomplish many common marketing goals, from providing some convincing social proof of your value as a provider to simply having an engaging deliverable ready in your marketing arsenal. There is, however, one caveat: in order to accomplish any of this, a case study needs to be done right. **Read More:** jmct.io/casestudy