

SERVICE BRIEF

Case Study Creation

The easiest way to tell a marketing story is with a case study.

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?

Case Studies Are a Key Marketing Tool

Case studies, or customer success stories, are a great marketing tool 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. They help set the reader up with an idea of what to expect should they choose you to provide a product or service.

How to Market Your Case Study

Once your case study is complete, there are several ways you can promote it in addition to 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 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
- 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.

Order the Case Study Creation Service Today!

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!

The case study creation service includes:

- Interview questions for you team
- Interviewing of your client
- Professional writing of case study
- Draft review of the final content
- Design and branding of print ready template
- Addition to your MSP Website

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

<https://jmct.io/getyourcasestudy>

Or Call Us Today! 888-546-4384

**Case Study & Marketing Tips**

- **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:
<https://jmct.io/effectivecasestudies>
- **10 Tips For Getting Better (and More) Testimonials** – Testimonials are an invaluable addition to your marketing, for reasons that essentially boil down to delivering a record of trustworthiness to those who need to see it: your prospects. By sharing what your other clients have said about your services, you are providing social proof that you have experience handling the needs that your prospects will have, as well as success in providing these clients the solutions they needed.
Read more:
<https://jmct.io/moretestimonials>
- **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:
<https://jmct.io/casestudy>