



Traditional marketing has always involved the production of case studies to highlight the benefits (or counter-benefits) of a product, a concept, or a practice to a target market. But for a while, especially during the birth of the public world wide web, the use of case studies have slightly declined, mainly due to the preference over blogs and 'personalized' articles.

Recently, though, many [have seen the resurgence of case studies](#) - now in PDF form instead of glossy papers - in the online marketing sphere. They've rediscovered the potential of compelling case studies in positioning a product or a brand in the awareness of the desired audiences.

Now that it's become popular again, you need to make sure your case study has the ability to stand out. Here are some tips from *Business.com*:

Research and Planning

Tactic #1: Be Strategic.

What are your goals and priorities? There might be a specific product or benefit that you wish to highlight, or a certain company size.

Tactic #2: Identify customer stories.

Not just any stories, but those that support your strategic goals. Seek a common customer problem with which other companies can identify. If you are trying to differentiate your company based on customer service, try blogging about a case study that reinforces the service message.

Tactic #3: Invite clients to participate in case study.

Start by sending out a brief email noting their success and inquiring if they'd like to share their story with a broader audience. The letter should be signed, or co-signed, by the employee who has the closest relationship with the client.

Organization & Writing

1) Create an attention-grabbing lead paragraph

The lead should raise a specific issue or problem that your client encountered. Make the challenge common enough that others outside of your business can identify with it.

2) The Body

The next three paragraphs should be devoted to the meat of the story. What did you do to help your client solve their problem? How was the solution executed and by whom? What issues arose?

3) Proof - The most important part of your case study is actual, measurable results.

How have your company's products or services enhanced your client? Has there been growth or other positive outcomes that the client attributes to your product? Don't just say it - show it! Use client quotations and photographs to increase credibility of your case study.

4) [Call To Action](#)

In the best case scenario, prospects will take a specific action after reading your blog post. The idea is to motivate them to engage and interact with your brand. At the conclusion of your case study, ask your readers to share similar challenges. Provide a link to the product or service you have showcased and your contact information.

Read the full post at [How To Create A Compelling Case Study](#)