

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister

M A X I M I Z I N G Y O U R M A R K E T I N G M O N E Y

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Position With Authority

Publish Case Studies in Your Online Media Room and Set Your Company Apart from the Competition

Twenty years ago business schools and law firms presented case studies. Since then case studies have grown in importance as companies leveraged them to enhance credibility, educate and validate products and services for potential customers.

"Nearly any business can benefit from telling their story in a case study," emphasizes Casey Hibbard of Compelling Cases and the blog, Stories That Sell. Case studies add credibility to sales collateral and validation to online media rooms.

Highlight Your Benefits

Case studies focus on product or service benefits, providing information for purchasing decisions. In complex fields like technology, case studies show investment value. A proportional relationship exists between purchase cost and the amount of information needed. A new car requires more information than a new phone.

Riskier investments, high-priced items and products with a long selling cycle need justification. When people or organizations with similar purchases are profiled, potential customers understand, aiding the decision-making process.

The case study works with most types of organizations and is particularly effective for non-profits and business service firms. Non-profits use case studies to demonstrate the effective use of program funds or highlight compelling stories of outreach.

In her forthcoming book, *Stories That Sell: Turn Satisfied Customers Into Your Most Powerful Sales & Marketing Asset*, Hibbard cites examples from Anna Maravelas, a Minnesota consultant with three case studies on her web site. The specifics outlined and the examples discussed differentiate Maravelas from her competition. Judge for yourself at <http://www.therarising.com/clients.cfm>.

Dwarf testimonials

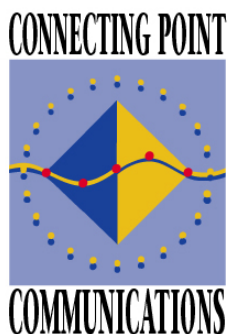
While testimonials provide credibility, case studies add significant detail beyond a name, company and a supportive statement. A case study educates, showing how a solution works in a particular environment. Frequently the case study is the history of a problem difficult to solve and the story of a relationship unfolds. Such case studies vary from three paragraphs to several pages. The finished product can be used in its entirety or summarized in an online media room.

Hibbard advises companies to begin compiling a case study library the moment they celebrate success. "There's no substitute for a relevant success story, one that matches publication audience and potential buyers," she says. Case studies make a compelling component for your online media room and help to set you apart from the competition. For free articles and ideas see <http://www.compelling-cases.com>.

Each month ProfitMeister profiles a component for your online media room. Collect each page and then take action: compile your piece and add it to your online media room.

*"Very do-able
affordable ideas
to increase
exposure and
profitability."*

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