

SERVICE OUTLINE: CASE STUDIES

Present how your product or service solves real-world problems with B2B readers' most preferred thought leadership format



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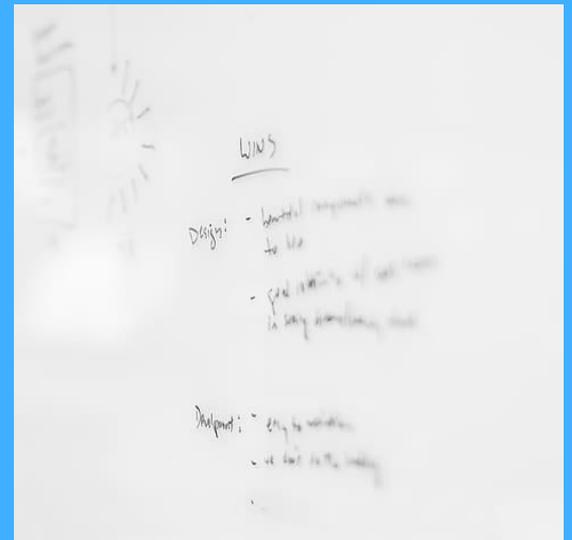
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Show Your Audience How Your Solution Has Helped Others

Case studies are your chance to shine — the perfect pieces of content to demonstrate how your product or service solves a problem in the real world. In fact, in the Code Red cybersecurity thought leadership study¹, they were found to be the most preferred format among a readership of IT professionals.

Although not typically thought of as thought leadership assets, case studies can lend credibility to the rest of your campaign by demonstrating your ability to effect tangible change and realize benefits for customers in the industry you are passionate about. Additionally, demonstrating concrete achievements for real-world customers can also be a useful counterbalance to the more abstract reasoning that can typify publicity opportunities such as keynote speeches.



Case Study Benefits

Case studies can:

- **Extend the lifespan of existing marketing collateral.** Case studies can draw upon material from your current assets, including articles, white papers, and e-books.
- **Amplify testimonials:** A case study tends to carry more weight than a simple quote testimonial because it provides a much more detailed outline of the problem your client had and how you helped them overcome it. Compared to case studies and other formats, case studies allow your best customers to advocate for you more convincingly.
- **Qualify your business for prospects:** Case studies are opportunities to demonstrate that your product or service could theoretically solve your potential customer's needs, allowing you to pass initial qualification processes and make it to the top of your potential customer's purchasing funnel.

¹ Code Red Security PR Network: Case studies were found to be the preferred format for consuming thought leadership by 47% of UK-based IT professional respondents, more than any other format.

For further questions, or to schedule a meeting, please contact:

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