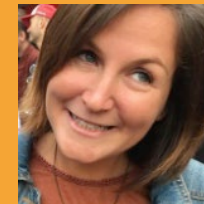
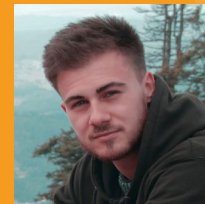
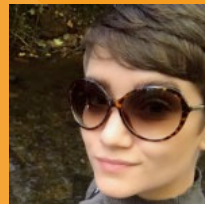




## Write powerful case studies and gain interview techniques

Charles Abel  
*Editor, Writer, Journalist, PR, Marketing Consultant*

Thirty Seven is a journalist-led content creation agency.



**Content Marketing**

**Content marketing boom**

**Quality suffering**

**Quality matters**

Expertise

Media Skills Trainer

Journalist

Editor

PR Writer

Author

Strategic Marketing Consultant

# Case Studies

**The gold dust everyone wants**

**Why?**

**Relatable**

**Believable**

**Memorable**

**Visual**

**Boosts sales**

**True**

**“Case Study: a real-life instance of something being used which makes specific point/s about value”**

**“Testimonial: a statement testifying to someone or something’s (positive) characteristics”**



Case studies

**By definition hard to find**

**All too often half-baked**

**Squandered by poor presentation**

**Made unbelievable**

# 5 Types of case studies

- 1. Made up!**
- 2. Anonymous – looks fake**
- 3. Gushing about you – so what!**
- 4. All about users – real benefits**
- 5. All about target users**





How do you get them?

**Goal**

**Timeline**

**Targets – KOLs, geography, demographic**

**Ingredients – pictures, video, voice**

**Partners**

What do you want the case study to do?



- Raise brand awareness
- Show that the organisation is credible to work with
- Evidence of delivering relevant product/service
- Evidence of delivering beneficial product/service
- Shows why the organisation should be a long-term partner

How do I get case studies/testimonials?



# Harvesting Content

**Relationships**

**Business colleagues**

**Account managers**

**Phone calls**

**Start with praise and compliments**

**Build**

# TRUTH

**T**

*Topical*

**R**

*Relevant (to the audience)*

**U**

*Unusual (angle)*

**T**

*Trouble (or a solution to it)*

**H**

*Human interest (people)*

It's a human thing...

ThirtySeven

**Benefits NOT features**

**Focus on how the customer benefitted**

**Were they better off, more effective, empowered?**

CommuniGator Official Partner

# Interviewing for case studies



## Key questions



1. Your biggest hesitation about our product/service  
– fish for preconceived notions = connection
2. What did you discover as a result of using our product/service?
3. What problems were you hoping to solve?



## Key questions

4. Was there a feature or benefit that ultimately made you choose us?
5. How have you specifically benefited from our product/service?
6. What specific feature(s) do you enjoy most?



## Key questions

7. If your best friend was on the fence, what would you say?

8. Is there anything else you'd like to add?



Use an expert



Customers more open with 3rd party

Offered quotes

Validated info

Proof points



Use an expert

Framed questions

Managed process

Clear and succinct

Raise and dispel prospect objections

Authenticity markers

Strategies for gathering



# Checklist

Easy for customers to offer testimonials

Video as well as text-based

Ask strong questions



# Checklist

Monitor email, blog comments, public review sites and social media to mine 'organic' testimonials

Testimonial collection part of business routine



# Editing

Authenticity

Concise but poignant

Don't 'spin' the response





Do not rephrase

Don't take words out of context  
and quote customers saying  
something they haven't said

Stay honest



Some things to avoid



Anything is better than nothing  
– downward spiral of putting people off

Appetite testing  
– won't stick, no matter how much glue used

Some things to avoid

## Overt sales focus

– avoid (but does need to be actionable)

Demand generation only v awareness,  
brand, positioning, audience-build



Some things to avoid

## Treat it like an Ad

- people ignore ads 3-20x > content

## Polish it to shine like an ad

- loses authenticity

## Data driven

- data assisted human stories



Points to ponder

Use insight to drive focus

Legendary = viral : helpful = sales

Target audience focus



Points to ponder

Like a reporter, not as a reporter  
– objective → outcome focused

Clicks are not enough  
– changing behaviour is the goal





Some more points to ponder

## Avoid repetitive approaches

- break out of comfort zone

## Beware bite sized impact

- long-form influence



Some more points to ponder

## Multi-format

– video, voice, pictures, graphic, word

## Match to channel





Some more points to ponder

# Beware SEO keyword stuffing

Nice writing helps  
– but the story is King

# Case study examples





## The bad testimonial



“Prior to getting started with CableCom, I was working horribly long hours. Now that I am a part of its Elite Team I made tonnes in my FIRST 2 weeks. This job is awesome! Talk about making real money!”

Jim M



## The Ineffective testimonial



“Basecamp is just awesome. That’s all I have to say. A special place in heaven will be reserved for you guys.”

– Tony Howe, Director



The confusing testimonial



“Bloggotox transformed our management strategy. Now we don’t even need to worry about how we manage the problem. It just gets the job done.”

Control

– Head of Pest



## The GOOD testimonial



"Basecamp has already been key to winning a project, being the main thing that differentiated us from a very close competitor, and it's had a massive, positive impact on our working practices, after just a couple of weeks."

PinPoint

- Ambrose Clay,



## GREAT Testimonials



"I've used Basecamp for a million projects over the last decade and a half. It's beautiful software that has resisted every wrong trend and stayed true to the things that mattered most. Highly recommended."

- Tobi Lütke, CEO, Shopify



## The GREAT case study



“We were just starting out with our digital channels for the voucher side of the business when Thirty Seven started working with us. We've been consistently impressed with their performance on our key campaigns and business as usual, delivering above and beyond our expectations both in terms of return on investment and customer experience.”

- Marketing Manager, Horticultural Trading Assn