

Why Case Studies Deserve a Spot in Your Content Marketing Plan

Case studies are customer success stories and can take the form of video or audio interviews, or text-based content. The case study is so powerful in the B2B marketplace that Content Marketing Institute reported business-to-business marketers enjoyed a nearly unheard of 70% effectiveness rate when they used case studies in their marketing campaigns. Case studies also do well in B2C (business-to-consumer) marketing plans because of their social proof factor. Whether you are selling to businesses or consumers, you need to consider adding case studies to your content marketing strategy.

Case Studies Give Shoppers Confidence

A case study tells the story of how your company, product or service helped a consumer in some way. Stories have been powerful emotional drivers since the beginning of human communication, and stories still drive emotions today. Consumers expect you to say good things about the product you are selling. However, you have a vested interest in doing so. When a prospect hears another consumer not associated with your company explaining how your product helped them, that is a testimonial that hits home.

Case studies are also great ideas for content marketing plans because they can be used just about anywhere. A video case study can be added to all your social media accounts, YouTube and Vimeo. Text-based case studies can be infused with SEO-friendly keywords and phrases to drive free traffic to your website. Whether you are trying to build your email list, sell more products, or simply increase brand awareness, the case study is one piece of versatile content that can help you reach those business goals and others.

How to Find Customers Willing to Be Interviewed for a Case Study

Look through the emails you receive from your clients. Whenever you receive a glowing testimonial from a customer, reach out to that individual. Everyone loves to give their opinion. This is especially true when someone is pleased and excited about what your product did for them. You can arrange for a face-to-face, telephone, Skype or email interview, and you have the makings of a case study.

You can also place a form on your website or in your brick-and-mortar store offering to reward your happy customers with an interview. Including an invitation interview with every receipt is another way to get valuable input from the people using your products and this can yield case study opportunities. You can alternately interview one of your employees who has used one of your products. Leave no stone unturned when looking for "regular Joe" individuals who can boost the effectiveness of your content marketing plan with this powerful social proof tool.