

How To Repurpose Your Case Studies To *Rake* In The Cash



16 ways to boost the ROI of your
most profitable marketing assets



Welcome!



Case studies are an incredibly effective way to make people fall *in love* with your business.

But in order for you to get the most out of them, you'll need to sprinkle in some smart tactics. This ebook will provide you with some powerful tips for putting your case studies to work.

You might think this is a lot to ask of one tiny piece of content, but you'll be amazed how well a professionally-written case study will meet the challenge.

Repurposing your case studies is the low effort, high ROI way to grow your business during uncertain times — or any time.



*Use your existing customers to help you
target future customers—it's a dirty,
simple, BRILLIANT secret that's missed by
most marketers..*

Mark Ritson

Award-Winning Marketing Columnist and Consultant

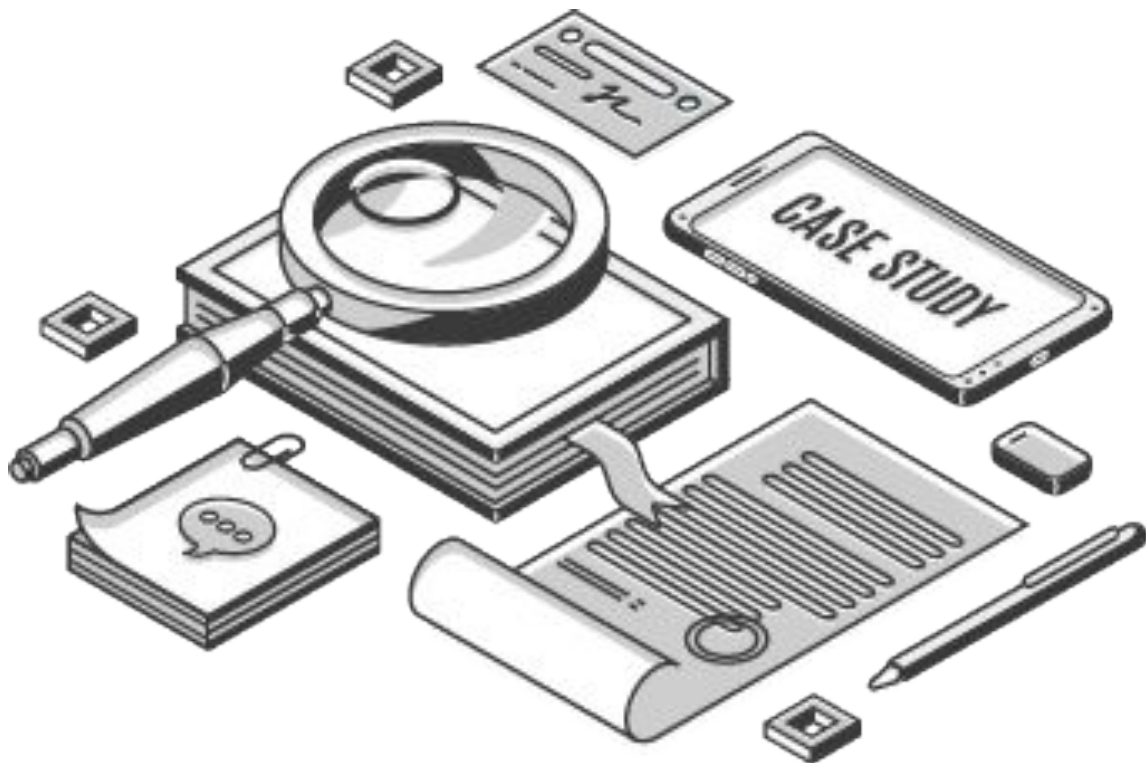
P.S. Need proof? Check out how case studies grew Timothy Sykes sales by 185%.

How To Repurpose Your Case Studies To Rake In The Cash

So you want to know how your case study can create a case study that beautifully demonstrates how your product or service helped solve a problem that your customer was having.

Instead of hiding it away never to see the light of day again, it's time to brush off those cobwebs and put it to work.

Let's dive in.



1) Create a dedicated 'case studies' or 'success stories' page

Captain Obvious, right? Actually, you'd be surprised how many people don't have ANY case studies on their website, let alone a dedicated page.

Which is crazy given that 92% of people won't buy a thing without checking online reviews. (And case studies are basically reviews on steroids.)

So make your case study page easy to find, put it in the menu bar, and structure it so people can quickly and easily see what's relevant to them.

And by the way, it's totally okay if you only have a few case studies at first! Once you start seeing results, you'll be driven to fill it up. You'll see.

<https://www.marketreach.co.uk/case-studies>

2) Your product and service pages

When people are scanning your website, they're wondering WIIFM (What's In It For Me) and also DAEC? (Does Anyone Else Care?). Whether we realise it or not, we're all massively influenced by what other people think and do — AKA social proof.

A whopping 92% of us will hesitate over the buy button if there are no product reviews nearby.

So drop those case studies in and around your product and services pages.

Pull out really tasty quotes and phrases (with photos of your customers). Sprinkle your customers' words beneath product descriptions — or use them as subheadings with quotation marks. Just don't miss the opportunity to tip the balance in your favour.

3) Your home page

Since your home page is the most visited page on your website — and often the first thing many of your prospects will see — it makes sense to feature snapshots from your case studies here.

Joanne Wiebe from CopyHackers, believes people have a series of logical questions in their minds as they scroll down your website homepage.



Top three being:

1. What do you do?
2. Okay. Why should I care?
3. Am I alone in caring — or do others (preferably others like me) care?

Case studies — or at least excerpts of your case studies — ensure you tick off number 3 with panache.

Get Inspired: [MHelpDesk](#) follows this exact hierarchy — check out the video testimonials up top.

4) Your email marketing campaigns and newsletters

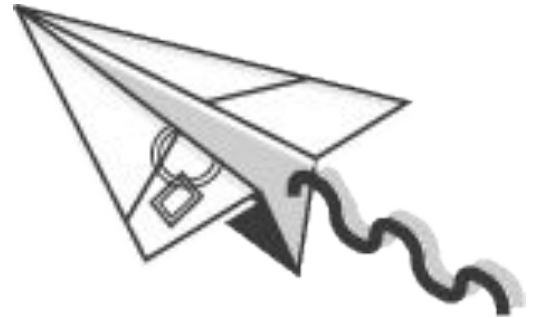
Case studies are a fantastic source of content for your email marketing.

- For example, you can drip feed individual case studies over several emails... Email 1: The challenge. Email 2: The solution. Email 3: The results. This tells each story with a satisfying narrative flow.
- Or you can link to a different case study every time you send out a newsletter. Or theme each newsletter around a particular customer.
- You can even use your case studies to get people to sign up to your mailing list. *“Opt-in to find out how we solved x problem for x.”*

5) Grow your email list on autopilot

Because case studies show the exact tactics your happy customers used to get results, they make great lead magnets. And people will share their email address to access them.

Sure, your case study needs to be awesome. But if it's something actionable that will help your prospective customers achieve their goals — they'll happily fill out your opt-in form to download it.



6) Your company email signatures

Did you know that 86% of professionals prefer to use email for business communications?

And that the average number of emails we send or receive per day is around 122?

This makes your email signature a prime piece of marketing real estate — a chance to get in front of hundreds of potential customers, vendors, partners every week.

So! Add a few sentences underneath your contact details. Something like:

“Check out how we increased sales by 67% for company X in less than two months.”

This will make every outbound email an opportunity to shorten the sales cycle.

7) White papers

Does your case study solve a big problem? Or a small problem that a lot of people have? Either way, if it covers a gnarly industry-wide challenge for your customers, it could well work as a more robust, in-depth white paper.

If not, you can still extract quotes and sections from your case studies and use them to illustrate points in your existing white papers.

This adds credibility and importantly, relevance. By referencing and linking to your most recent case studies, your digital white papers will never go out of date.

8) Blog posts, eBooks and printed articles

Case studies are easily adapted into blog posts, ebooks and printed articles. Think about it: every time your company solves a problem for someone, you have an instant before and after story.

And stories are engaging as heck. They help your future customers picture themselves as the protagonist of those success stories. And that evaporates confusion and gets them raring to buy now.

It's easy to tweak and repackage your case studies into useful, topical blog posts and articles to fill your content pipeline and feed your social media channels for months.



9) Webinars and podcasts

Webinars are a fantastic marketing tool for demonstrating your products or services, or simply to showcase your expertise.

And case studies are the perfect foundation. Focus the entire webinar around your customer story and show how you deftly helped them solve the problem.

This promotes your business in a totally non-salesy way and positions you as a helpful authority on your topic, while cleverly showcasing your awesome product or service.

10) Video testimonials

Video case studies add an extra dose of authenticity to your communications. They're fun, entertaining, and you can't beat a real customer talking up your product or service on camera.

Sure, video can be expensive. But with your written case study in hand, it's much easier to create because the story is already scripted out. And these days, you can totally capture a credible and effective 'point and shoot' video testimonial with an iPhone.

11) Sales presentations and pitches

If you work in the B2B world, sales presentations are your reality.

Case studies slice through traditional features and benefits sales spiels with real world examples of how your happy customers enjoyed success thanks to your business.

Arming your sales team with printed case studies helps ease doubts and calm objections. Plus leaving them floating around your prospect's desk for a few days after the meeting could mean the difference between landing their business or losing them to a competitor.

12) Events, conferences and meetings

Events are fantastic opportunities to distribute your case studies. Whether it's a conference, a networking or speaking event, an exhibition, or a trade show, your customer success stories are like business cards on steroids.

And when you mix real face-to-face time with useful, engaging content, you leave a lasting impression.

13) Infographics

Our brains process visual content way better than text alone. So present your case study as an eye-catching graphic to make it highly shareable and even more engaging.

This popular way of presenting your results is a proven way to get more shares, likes and downloads for your case studies. It also improves your Google rankings!

Head over to any of the freelancer sites to get a bespoke design. From Upwork to 99Designs.com there's something for all pockets. Or Google 'free infographic templates' to DIY it.

Use your infographic in blog posts, white papers, sales presentations and social media platforms to get more eyeballs on your work.

14) PR and publicity

Sometimes case studies can make for great PR stories, especially if you've solved a big problem or saved someone a surprising amount of time or money.

If that's the case, all you need do is repurpose your case study into a press release and pitch it to your target media, relevant trade press, and industry websites. Make sure you do include a cracking photo to up your chances of getting coverage.

Depending on the client and topic, it could score you valuable publicity and maybe even links back to your website — for very little extra work.

15) Slideshare

Converting your case study into a public slide deck on Slideshare expands your content to a potential audience of over 70 million users.

It's SEO-friendly and you can embed lead capture forms inside the slides. The best and most viewed Slideshare presentations combine great story and copy — which... ta da! — thanks to your existing case study, you already have nailed down.

Slideshare has up to 5 times more traffic from business than all the other social channels, and since it's free to use, it's a great way to get extra mileage out of your customers' success stories.

16) Twitter, LinkedIn and Facebook

Promote your case study on social media by posting links to all your case study related content. Tag your customer — they might share it!

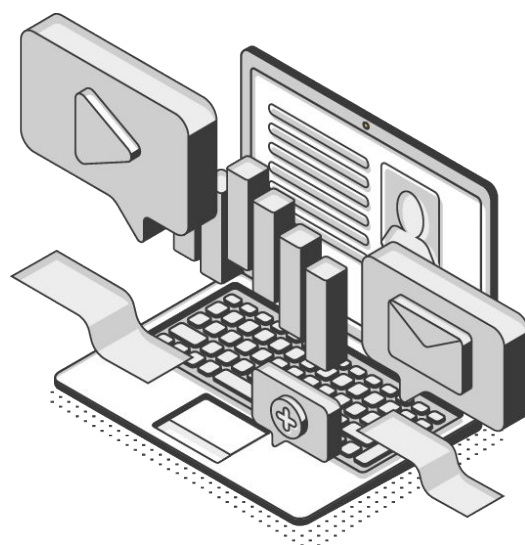
BAD: “Check out our new case study about MadeUp Company.”

GOOD: “MadeUp Company saw a 47% spike in sales by increasing marketing spend over Easter. See how we helped them achieve that.”

Pick out subheadings and impactful soundbites, stats, images, and infographics and use them for posts and bite-sized content.

Share them on your accounts twice a month for at least three to six months. (Schedule them if you need to.)

Do this across all your channels but go big on LinkedIn. Add your case study to your list of publications, and share them with relevant groups to encourage discussion and grow your authority naturally and organically.



WORRIED ABOUT REPEATING YOURSELF?

Repurposing content is always a wise move.

Especially when it's timeless, high-quality, evergreen content like case studies.

You might think that people will see it as recycling, but the truth is, the chances of them seeing it more than a few times is minimal. And if they do?

That's a GOOD thing.

Truth is, repetition is an essential element of marketing. You want to get your case studies in front of your customers at every possible opportunity.

Not only does this create consistency across your marketing — it allows for the message to *really* sink in.

Buyers need to hear your message seven times before they'll hit the 'buy now' button.

Repurposing your customer success stories goes a loooong way to meeting that target.

And it does that in the most economical, efficient and labour-saving way possible.