

# Six Strategies for Harder-Working Case Studies

by Megan Tsai

## **Why Hire a Freelance Case Study Writer?**

*Writing a case study can be time-consuming and requires a unique skill set. Hiring a freelance writer is an easy way to make use of this invaluable marketing tool without taking time and energy away from on-staff marketing and writing professionals.*

*A freelance writer with a background in both journalism and marketing can strike the right balance between editorial and advertising copy. This boosts the chance your case study will be accepted for publication in top trade journals for your industry.*



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## **Considering a Case Study?**

The case study is a highly useful - but often overlooked - marketing piece. It is simply the story of how your company or organization solved a unique problem in a creative or interesting way.

The stories of a technology company tackling a major network installation on a tight deadline or an advertising agency creating an advertising campaign generating millions in new revenue would make great topics for a case study. Like a news story, the case study is supported with facts, illustrations, photos and quotes from company executives and your customers.

## **Six Strategies for a Harder-Working Case Study**

A new case study can give your marketing efforts a major boost. While a brochure or Web site can be used in one or two ways, a case study much more versatile. Make your case study work harder for your business by using it in these six ways:

- **Trade Journals.** Many trade journals are eager to publish well-written case studies - a priceless publicity tool for your organization. Studies have shown that readers devote significantly more respect and time to editorial content than paid advertising.
- **Press Releases.** A case study serves as the basis for a powerful press release. Spend some time thinking of different news angles you could take with the information in your case study. A good case study writer will be able to help you come up with some ideas.
- **Deal Closer.** In the hands of your sales team, a case study is a powerful tool to help close big deals. It is an extended and enhanced testimonial, backed up with real facts and figures. Because it is not a hard sell, your prospect will put more trust in a case study than your other sales materials.
- **Newsletter Fodder.** Most businesses are constantly looking for new, high quality content for their print and electronic newsletters. What better way to get the word out about the great work you're doing than a case study? Because it is written in a journalistic style, case studies make excellent editorial content.
- **Fresh Testimonials.** If you've been meaning to update your testimonial file, a case study is a great solution. You can pull new testimonials right out of your case study - they've already been approved by your client! If you need additional testimonials, most case study writers can provide this as an extra service. It's likely they'll have extra quotes that don't make it into the case study, so the writer should be able to easily add them into the client approval process.
- **Website Content.** Case studies can be posted on your Web site or offered to visitors who sign up for your mailing list. This will help your Web visitors get a clearer picture of how the product or service you provide helps to solve real-world problems.