



Marketing Mindset

Today's Trends With Analysis

A Kore Access Publication

www.koreaccess.com

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Print this E-zine and use checklists as points of discussion and as tools for your marketing planning.

In This Issue

Dear **Marketing Mindset** Reader,

This issue explores the value of a case study in marketing your organization. We review how to make the content of your case study effective in the establishment of rapport with your targeted audience, the promotion of your solutions and the persuasion of your readers to take action.

Across industries, case studies have high readership among prospects and are considered effective sales tools by sponsoring organizations. For those very reasons, Kore Access has developed a toolkit of resources to assist you in the development of case studies that will make your marketing efforts more successful.

For FREE case study resources, visit the Kore Access Web site. For further resources on writing case studies, we welcome your inquiries via e-mail or phone call.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
Contact Us



Today's Trends – Promote Your Expertise with Case Studies

A case study, most commonly described as a cross between an article and a testimonial, analyzes an organization similar to the reader's organization and describes how it benefited through the implementation of the preferred product or solution. Historically, in most industries, consumer surveys reveal that the endorsements in a case study are more credible than direct advertising. Furthermore, case studies are a good investment since they have high readership and are more likely to be kept as future reference sources.



A case study is an optimal promotional tool for your product or service.



Qualifying Question

Can you add value to the services you offer your customers by aiding their buying decisions through the use of a case study? Yes No

If Yes,

Relevance to your marketing strategy: High Medium Low

Priority for your planning: Short-Term Mid-term Long-Term

Use a case study to detail your product or service in action. **Does the case study communicate your understanding of your customer's problems and concerns? Does it establish you as an authority in the solution of the customer's challenges, as well as in the implementation of the solution?**



Utilize customers similar to the buyer as your case study examples. **Does your case study reduce buyer objections? Does it assure them you have the best-choice solution? Do the details of your product or service sufficiently create identification with your buyer?**



Describe your product or service in the buyer's own real-world setting. **Does your case study increase your buyer's purchase readiness by sharing the following details of another client's success: the client's business objectives, the technical and business problems and challenges originally faced, the details of the chosen solution, and the benefits realized after implementation of the solution?**



Checklist

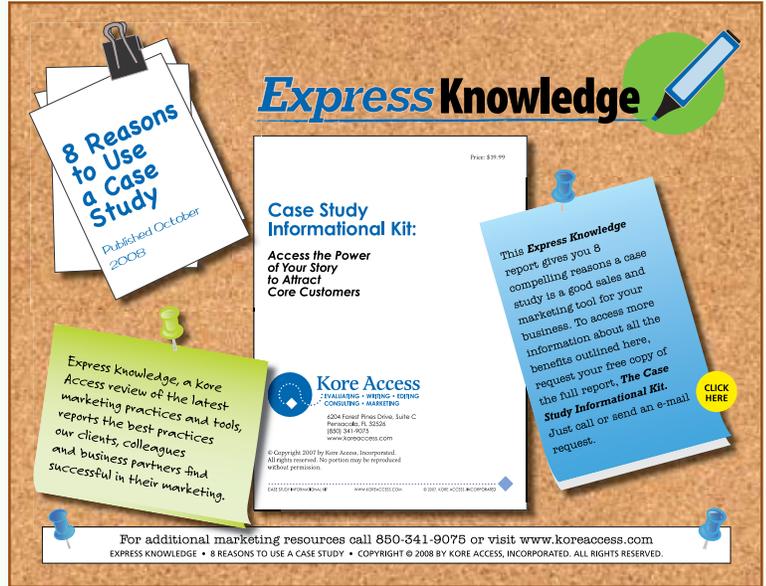


Recommended Resource

Does Your Case Study Convert Prospects into Customers?

Does your case study promote your solution? Earn credibility through a third-party testimonial? Build two-way communication by identifying with your customers?

For highlights on how to use your case study to convert prospects into customers, read **"8 Reasons to Use a Case Study,"** an **Express Knowledge** report. Kore Access offers **Express Knowledge** as a periodic review of the latest marketing practices and tools. To read, [click here](#). (A printable PDF will be provided for your convenience.)



- * Visit the free resources section of the Kore Access Web site to access many more tips to help you use your case study to increase your sales potential. [Click here](#).
- * For even more case study guidelines and marketing tips, and to review proven best practices to help you create effective case studies, read our special report, **The Case Study Informational Kit**. To receive your free copy, please [call](#) or send an [e-mail](#) request.

For additional marketing resources, please visit www.koreaccess.com.



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