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Transforming a Customer Testimonial into a Case Study

If you already have customer testimonials, with just a little time and effort you can turn them into in-depth case studies.

Identify blurbs that represent a valued client type or that indicate a certain need was satisfied. Ask those buyers:

- 1)What was the problem or goal that prompted you to buy from us?
- 2)How did buying from us satisfy that need or want?
- 3)Why were we better than other options you considered or tried before?
- 4)How are things easier or better for you now?

Use follow-up questions to elicit specific details. Write up each problem-solving story in paragraph form, accompanied by the customer's photo. Announce each new case study on social media.

When you repeat this process with different themes or customer segments, you're able to show how buying from you fits in with a range of people's lives. Prospective buyers who see people like them in your case studies understand that you do more than simply sell products or services. You play an important role in people's daily routines or cherished aspirations.

This article is courtesy of Marcia Yudkin, Marketing Guru
who produces a weekly newsletter to which we subscribe

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