MAKING CLIENTS CHOOSE YOU

CASE STUDIES RE-INVENTED

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CASE STUDIES RE-INVENTED

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DEAR MARKETER

Recently, there have been major shifts in B2B buyer behaviour.

This change in behaviour cannot be ignored, but at the same time it's an opportunity.

This guide will give you an executive summary of the shift as well as a similarly concise solution.

For a change, the solution is not a high risk new gimmick, instead it's a re-invention of a classic.

What I'm about to share is the product of 3 years worth of focused development work.

Best of all though, you'll instantly appreciate every aspect of how and why it works.

It would be great to hear from you by email or on LinkedIn if you have any questions or would like to share your thoughts.

I hope you enjoy what I have to share...

James Rostance

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BACK-STORY

This is my 25th year in video production and marketing.

Recently I was inspired to consider how, with a degree of modification, case studies could be the key for marketers to greatly increase their results.

So I spent 3 years developing the concept.

The result was something that connects with buyers in an incredibly natural way and it's arguably the most powerful marketing asset possible.

Best of all, it's entirely based on letting your existing customers do the selling for you.

THE BIG SHIFT IN BUYER BEHAVIOUR

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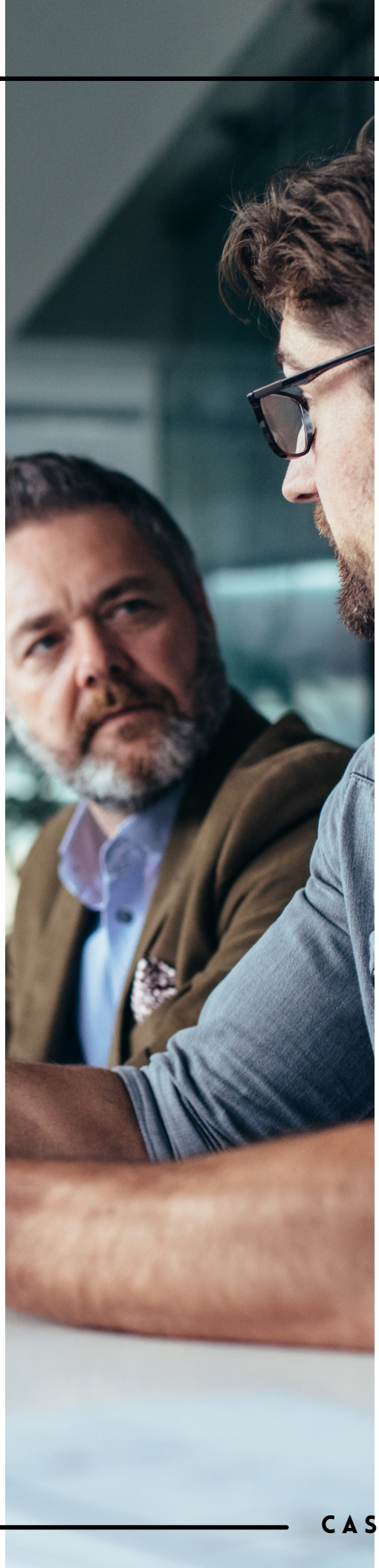

A LOT MORE RESEARCH

Buyers are now carrying out a lot more research and they're doing it own terms whilst avoiding making contact with a vendor's sales team.

They are highly driven to avoid making the wrong decision and place great importance on knowing everything to help make the right decision.

REJECTION OF ADVERTS

As part of the research process buyers reject and ignore promotional material. The reason they do this is because they recognise it will impact their ability to make an informed decision.

By contrast, they place great value on third party sources such as reviews and previous customer experience.

GROUP DECISION MAKING

Nearly all B2B purchases are now made by a group decision making unit (DMU).

The challenge which has to be met is in winning over everyone in that group who has influence in the final decision.

HOW CASE STUDIES HAVE BEEN RE-INVENTED

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RE-INVENTION

Buyers are fundamentally driven to avoid making the wrong decision and they are highly motivated to be sure in making the right decision. This new style of case study is centred around giving buyers exactly what they need to meet their goal.

PART ONE

THE HERO

It all starts by making your CUSTOMER the hero of the story.

The hook comes from how someone was in a similar situation to the buyer, and learning the FULL story of what they did to address it, along with what they learned on the way.

PART TWO

WEAKNESSES

Normally you can't talk about your competitors weaknesses even though they can easily swing a purchase decision.

To address this, the interview is structured so that your customer highlights the need for those areas to be covered.

PART THREE

THE RIGHT CHOICE

The interview is designed to educate the viewer to establish a 'shopping list' of criteria which has to be met to make the right choice.

Everything is structured so that your company by default ticks all those boxes.

THE EDGE THIS WILL GIVE YOU

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THE EDGE

This new style of video case study will give you a series of winning advantages. All of which lead to you out-marketing your competitors and ultimately winning more sales.

CUT-THROUGH

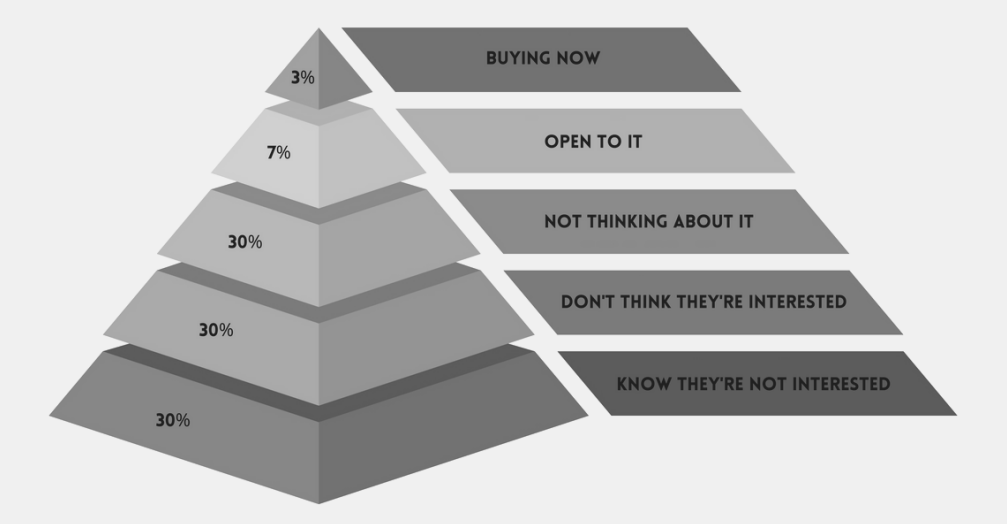
Because you will be offering a resource that will directly help your target audience develop a FULL understanding of how to achieve their goal, this is why your marketing will stand out and cut through the noise.

LARGER MARKET POTENTIAL

Buyers who are 'in-market' are actively looking for a solution to their problem or need. However, they only represent 3% of the total addressable market.

This new style of case study is precisely what you need to engage with and set about nurturing the currently inactive 67%.

By educating this massive untapped market share you are able to make a SIGNIFICANT impact in helping increase your company's sales figures.



THE EDGE

THE IDEAL CHOICE

The customer interview is designed to educate on, and define the criteria which are essential for making the right choice.

By doing this you are effectively writing the rules of the game.

Defining the most important points on which a decision should be made will give you a distinct advantage because it fully pre-qualifies your company as the ideal choice.

WINNING OVER THE DMU

Buyers have shifted heavily towards self-service, doing their own research, and avoiding contact with sales reps until the very end.

However, 49% of people with influence in the purchase decision NEVER make direct contact with a vendor's sales team.

They will be part of the buying group, they will have influence, unfortunately, you'll never know who they are, or get to speak with them directly.

Sharing their research is what today's B2B buying groups centre on.

So this is why the case study is able to perform as the perfect primary asset that is going to stand the best change of being shared and as a result... getting that all-important group wide vote in your company's favour.

CASE STUDY STRUCTURE

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STRUCTURE

STEP ONE

HOOK

The hook which kicks it off needs to stimulate GENUINE interest in the subject matter and a connection to what will be covered.

If the viewer, and it's always all about the viewer... if they can see that they will get value in watching, then they'll join us for the ride.

STEP TWO

CLIENT'S JOURNEY

Your featured client has been in the exact situation your target customer is in right now... so the value is in what your client learned and experienced.

STEP THREE

HELP UNDERSTAND

Helping buyers understand their situation better by covering a series of insights which are essential for a prospective customer to appreciate.

These insights are what experience has taught you that a buyer NEEDS to know before they can make an informed decision.

STEP FOUR

DEFINE THE CRITERIA

Buyers are highly driven to avoid making the wrong decision, and are even more driven to make the right decision.

Here, we cover a range of your strengths and aspects of your product or service to position them as something the buyer MUST have.

STEP FIVE

MAKE IT THEIR IDEA

Everything is set up so that your company ticks ALL the boxes, but we purposefully avoid TELLING the viewer they need your product.

It's designed for them to put that final piece of the puzzle together so that they psychologically lock onto the idea. As a result, they are much more highly motivated to get what they want.

FATAL MISTAKES TO AVOID

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FATAL MISTAKES

MAKING IT AN ADVERT

This is the main reason why buyers dislike REGULAR case studies. When they just gush over how wonderful the product or service, buyers know they're being sold to and are not learning anything.

ALL ABOUT YOU

It's NOT supposed to be a promo video, but when the focus is all about your offering, that's what it ends up becoming. To prevent you from ever falling into this trap, this is why we make YOUR client the hero of the story.

HIRING GENERALISTS

If you ask any video production to produce a case study they'll give it their best shot.

But do you want a video which at face value does the trick, or do you want finely tuned B2B marketing tool?

As with anything, the results a specialist will be able to give you will be massively different to that of a generalist.

EXPERT VERDICTS

★★★★★

Ash's Quote Goes Here
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ASH MERCHANT
EDUCATION & HEALTHCARE DIRECTOR, FUJITSU

NICOLA LE CORNU
CHANNEL MARKETING MANAGER, FUJITSU

★★★★★

Nic's Quote Goes Here
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NICK HURD
CHIEF MARKETING OFFICER, GPA GLOBAL

SAMANTHA ANDREWS
GLOBAL MARKETING DIRECTOR, GPA GLOBAL

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EBEN MEYER
SENIOR DEMAND GENERATION MANAGER, UPSHIFT

STEPHEN TIERNEY
B2B SALES TRAINER, MINDCELL

★★★★★

Stephen's Quote Goes Here
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INSTANT ACCESS

SEE CASE STUDY EXAMPLES

EXAMPLES OF THIS NEW STYLE OF CASE STUDY

CLICK HERE

BOOK A FREE CONSULTATION

ARE YOU READY FOR THE NEXT STAGE?

If this concept resonates with you the best thing to do now is to book a call to discuss how it could be tailored to work for your company and what would be involved in taking the next step.

BOOK CALL

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