

The Case Study Questionnaire

Brought to you by **9MM**^{PR}

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About 9MM PR

9MM PR helps you to grow your business with compelling sales and marketing content that showcases your exceptional talents and demonstrates your unique ability to get results.

We excel at:

- Lead Generation
 - Media Engagement
 - Compelling Content Creation
-

It makes sense, right?...

“ To market a product or service properly, you’ve got to convince your target audience that you can do a job, do it for them and get the results they crave...”

You know crafting compelling customer stories would have a huge impact on your marketing.

But how?

We’ll get to the ‘how to’ in just a second. First understand that a good customer story is...

The Godfather of Content



...because it makes your market an offer they can't refuse!

After all, it's the real-life evidence of your ability to solve your market's problems and achieve their goals.

Evidence that provides a powerful answer to two difficult but essential questions 'why you?' and 'what makes you different?'

Are You Making this Mistake?

Experience has taught us time and again that your customers will tell you everything you need to know to **sell effectively to people just like them.**

And that your case studies are some of the most powerful tools for presenting this information.

However...

Too many customer stories lose their power because the client is only consulted at the end of the creation process.

When you do this, you miss out on getting their story, their perspective and their insight into your work together.

Which is a problem because **that's the stuff that really connects with your market.**

That's why we've devised this questionnaire.

To make it super easy to get the information you need to **craft compelling case studies that attract more customers like your best clients.**

Why Do This Exercise?

1. It will enable you to tell convincing customers' stories, from their perspective and in their words. Stories that will have a powerful, persuasive pull on your market.
 2. It will also impact **virtually every aspect of your sales and marketing including...**
 - **PR/Content Marketing** - the topics you should tackle
 - **Email Marketing** - the subject lines and stories that will optimise open and click thru rates
 - **Networking** - the results and impact that make your elevator pitch hard to ignore
 - **Referral Marketing** - the characteristics, goals, needs etc. that paint the clearest picture of your perfect prospect
 - **Conferences** - the stories that will bring your presentation and your products to life
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...and that's just scratching the surface.

Any part of the sales and marketing process that 'touches' your customer (which let's face it, is pretty much everything) will improve when you get clarity around your customer stories.

But first you must gather the information you'll need to develop your case study. That means talking to your customers. It is, after all, their story.

You are a player. An important one for sure. But if you want to tell a tale that resonates with your market, it's crucial your clients take centre stage.

And to get their version of events, you need a good questionnaire.



Case Study Questionnaire: What to Include...

Here's an example...

The following was developed from an interview with bet365's Chief Technology Officer.

The Case Study Questionnaire

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Bet365 Job Title: CTO Industry: Online Gambling Location: Stoke-on-Trent Size: 3,000 employees 21 million customers Accolades: Global Leader Ranked No. 1 in industry Innovator in software dev Entrepreneurial culture	Goals and Objectives What did you want us to help you achieve? <ul style="list-style-type: none">• Raise brand awareness• Media exposure• Establish brand as attractive place to work Why was this important? <ul style="list-style-type: none">• Attract top IT talent to innovate new tech• Ensure systems/services can meet demand• Maintain No. 1 market position	Solution What did we do to help you overcome these lessons and achieve your goals, e.g. thinking, actions, process, advice? <ul style="list-style-type: none">• 1-2-1 interviews with audience• Creation of meaningful messaging• Keen eye for media worthy stories• Quality of written work• Speed of press document approval• Ability to run campaign autonomously
<small>9MM Public Relations Ltd 16a Crane Grove London W7 5SE © Copyright 2017 9MM PR Ltd. All Rights Reserved. May be shared with copyright and credit left intact. 9mmpr.com</small>	Challenges What issues were holding you back? <ul style="list-style-type: none">• Recruitment slow• Not interviewing talent needed• Systems straining under demand What was causing these issues? <ul style="list-style-type: none">• Location not well known• Industry not on audience's radar• Very little public information about company	Results and Impact What results did we help you achieve? <ul style="list-style-type: none">• Compelling quality coverage in IT trades What was the impact of these results? <ul style="list-style-type: none">• Audience perception change• Accelerated recruitment• Roles filled in weeks not months• Breakthroughs in systems development

Click [here](#) to download the case study that resulted from the interview.

There are 4 major areas to cover.

1. Goals and Objectives
2. Challenges and Pain Points
3. Solution
4. Results and Impact

Let's look at the questions for each section in turn...

Goals and Objectives

In the first part of the interview, you'll investigate why your client was attracted to your services.

Focus on their wider business objectives as well as what they wanted you to do.

For example, the key factor here, is not bet365's desire to raise awareness but the underlying need to attract top IT talent and why it's an important goal for the business.

What did you want us to help you achieve?

- Raise brand awareness
- Media exposure
- Establish brand as attractive place to work

Why was this important?

- Attract top IT talent to innovate new tech
- Ensure systems/services can meet demand
- Maintain No.1 market position

Challenges and Pain Points

The next step is to tease out the challenges your client was facing and what was causing them.

Problems are powerful motivators. When people feel like you have a good grasp of their challenges, they're more likely to believe that you have the solution.

They also become powerful differentiators. Rather than selling PR services, we can now position ourselves as expert at energising recruitment programmes.

What issues were holding you back?

- Recruitment slow
- Not interviewing talent needed
- Systems straining under demand

What was causing these issues?

- Location not well known
- Industry not on audience radar
- Very little public information about company

Solution

This question helps you identify the things you do that makes you uniquely capable of helping your market deal with specific problems.

Find out why your client chose you and disqualified other potential suppliers.

When there are 1,000s of companies selling similar products and services to you, the answers here will help you establish meaningful differentiators.

This is not a list of generic features and benefits but the distinct elements that ensure you get the results needed.

What did we do to overcome these issues and achieve your goals, e.g. thinking, actions, process, advice?

- 1-2-1 interviews with audience
- Creation of meaningful messaging
- Keen eye for media worthy stories
- Quality of written work
- Speed of press document approval
- Ability to run campaign autonomously

Results and Impact

These are two of the most important questions you can ask your clients.

Their answers enable you to identify the real value you deliver.

While features and benefits only ever offer potential rewards, you will be able to demonstrate real results.

The results enable your reader to get a feel for their potential success, while the impact helps them to build a picture of what their life will be like after they've worked with you.

What results did we achieve for you?

- Compelling quality coverage in IT trades

What was the impact of these results?

- Audience perception change
- Accelerated recruitment
- Roles filled in weeks not months
- Breakthroughs in systems development

Start by developing a single story. But don't stop there.

Once you get the hang of it, you'll be churning out case studies, representing different services and segments of your market.

Use the Case Study Questionnaire below to get clear on what makes you your market's perfect partner.

The Case Study Questionnaire

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<small>9MM Public Relations Ltd 16a Crane Grove London W7 5SE © C copyright 2017 9MM PR Ltd. All Rights Reserved. May be shared with copyright and credit left intact. 9mmpr.com</small>	Challenges What issues were holding you back? • • • What was causing these issues? • • •	Results and Impact What results did we help you achieve? • • • What was the impact of these results? • • •

Click [here](#) to download your Case Study Questionnaire Template.