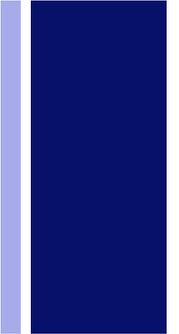


# 8 Creative Ways to Use Case Studies to Market Your Company

A Snack Break Webinar

# + What you will learn

- How to turn case studies into lead generation and marketing tools
- How to use case studies
  - Define or affirm your brand story
  - Close deals
  - Get free publicity for your company and your customers
  - Strengthen your other marketing content



# + About the Presenter



## Amanda Farmer

Freelance Writer &  
Content Strategist

[austinfreelancewriter.com](http://austinfreelancewriter.com)

- Freelance marketing writer and content strategist
- 10 years of experience working with companies ranging from startups to Fortune 500
  - Former Hostway Communications Manager
- Serving clients in technology, finance, and consumer products



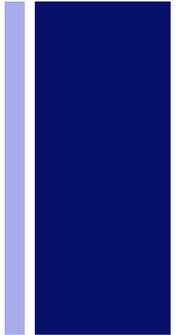
Austin Freelance Writer



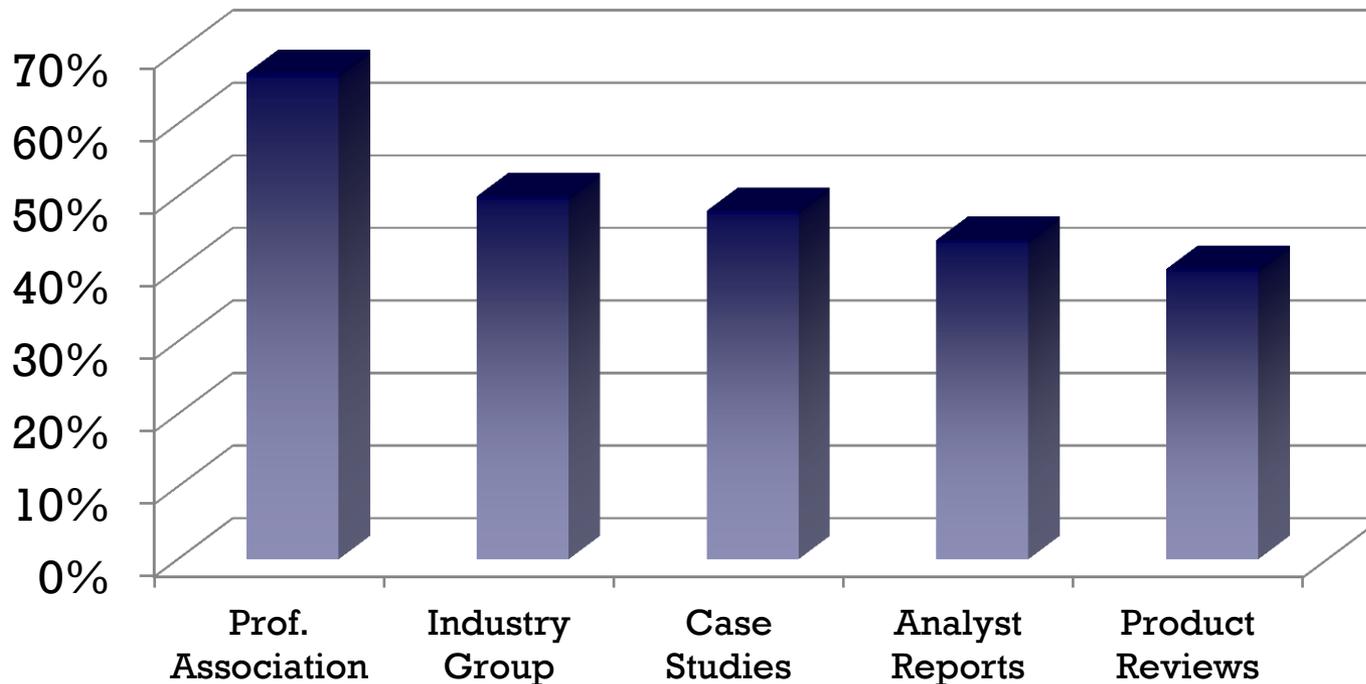
# Why Create Case Studies?



# Case Studies' Effect on Sales



## Type of Content B2B Buyers Value Most



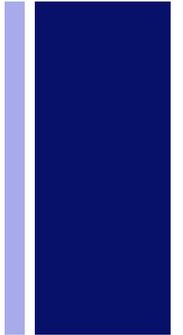
Case studies are the most credible sales content you have control over.

Source: 2013 CMO Council Study of B2B Buyers



# Case Studies' Effect on Branding

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- It's much more difficult to “push” a brand than to “discover” one.
- Customer feedback shapes your brand story.
  - Hostway: Adaptable, approachable data center teams become partners in the customer's success. Also, a cloud provider for cloud providers.
  - Baxter Research Center: Research that helps clients stay relevant and stand out in a crowded marketplace.



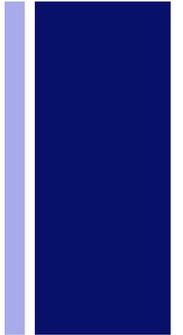


# How to Write a Case Study

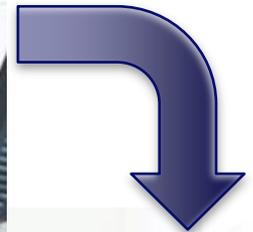


# Asking Customers to Participate

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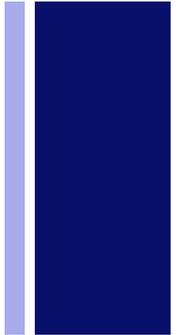
- Offer value
  - Publicity on website
  - Inclusion in newsletters
  - Outreach to media covering their industry
  
- Choose customers carefully
  - Good relationship
  - Variety of verticals
  - Ask sales team for input





# Tips for Writing the Case Study

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- Customer interview
  - Draft and send questions in advance
  - Keep to 30 minutes, if possible
- Look for patterns
  - Do the customers reinforce your brand story or send it in a new direction?
  - Is there a unified theme among your customers' stories?
- Write it as though you're a third party, but don't be afraid to highlight your branding messages



# + Case Study Template

## Overview

A quick summary of the story you're about to tell

## Background

The challenge the customer faced

## Solution

How the customer found your company and why they chose you

## Results

How your product or service has solved the customer's problem

## Conclusion

The customer's plans for the future, continued growth with your company's help

### CASE STUDY

## CloudKey

### OPENING DOORS:

HOSTWAY HELPS CLOUDKEY REACH A LARGER AUDIENCE

#### OVERVIEW

Cloudkey, a technology and consulting firm, designed a customer relationship management (CRM) solution which outgrew the constraints of its collocated servers. Needing to make its hosted infrastructure customizable at the customer level and accessible online, Cloudkey moved to Hostway's public cloud in November 2010. Hostway earned Cloudkey's business by clearly demonstrating they met each of Cloudkey's requirements at a fraction of the cost of collocation. In the two years since, Cloudkey's database product has successfully run entirely within Hostway's cloud, and Cloudkey has been extremely impressed with the level of service they receive.

#### BACKGROUND

Cloudkey built their CRM solution on collocated servers in 2006 at the behest of a single client. As use of the CRM system spread, Cloudkey's infrastructure was stretched to meet the requirements of its clients, who increasingly needed customized versions of the product and required online access.

"To satisfy all of our customers, it was becoming evident we'd have to make big changes to the application's functionality," said Cloudkey founder Scott Montgomery. "And while we were making big changes, we decided we might as well revisit our hosting plan as well."

With the cost of expanding his own system appearing prohibitive, Montgomery knew the direction he needed to move.

"From my perspective, there's no reason a company of our size and with our needs would go with dedicated servers unless they were required to by law," Montgomery said. "People worry about the risks of cloud vs. dedicated servers – in reality these risks are different but roughly equal. You can be the smartest IT architect around, and there are still going to be points of failure either way."

With the significant cost benefits of cloud service, the choice was easy for Cloudkey.

#### NEW LISTEN



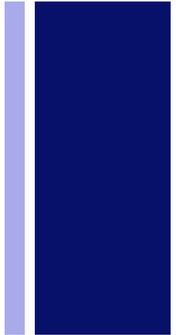


+ 8 Ways to Use Your Case Studies



# 1

## Quotes & Testimonials



- Get more mileage out of quotes by writing them in a way that they can stand alone as testimonials.



### **Bad**

“We knew Hostway had that covered for us.” (Makes no sense out of context)

### **Good**

“We develop applications because we’re good at that. We trust Hostway to ensure the infrastructure we need to grow is available and quickly accessible – that’s their core competency.” (Tells a story on its own)



# + 2 Press Releases

- Link to case studies from press releases
  - Reinforce messaging
  - Support product mentions

## PRESS RELEASE

Hostway has carved a niche in the cloud market as a "cloud provider for cloud providers" with its customer base representing a large number of Software as a Service (SaaS) providers and cloud resellers. In 2012, 40% of the service providers listed in the Fortune 500 resold Hostway's cloud services, as did smaller providers such as [Cloudkey](#), a marketing consulting firm that provides its CRM application on Hostway's public cloud.

In addition, the company introduced its hybrid offering in early 2012, and has seen fast-growth companies like sports-blog-network [FanSided](#) utilize the combination of managed and cloud hosting to keep their sites up and running during heavy-traffic seasons – in FanSided's case, NFL season.

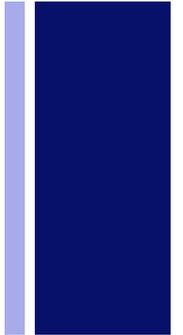
1  
Messaging

2  
Products



# 3 Webinars

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- Customers are interested in learning how people like them have solved specific problems
- Cater the webinar to a specific but common problem / solution
- Ask the customer to participate in the webinar, if possible



# + 4 Sales Collateral

- Train your sales team to use case studies to close deals
  - Email to prospects
  - Request case studies for specific verticals
  - Re-use information and quotes in sales presentations
  - Use quotes on referral lists



# + 5 Product Pages

- Link to case studies from relevant product pages
  - Some prospects want in-depth information
  - Third-party validation

The screenshot shows the Hostway website's Hybrid Hosting product page. The page features a navigation bar with links for Cloud Hosting, Managed Hosting, Domains & Website Hosting, Email & Apps, Information Center, Partner Programs, and Company. The main content area is titled "Hybrid Hosting" and includes a "FlexLink Connector" badge. Below the title, there are tabs for "Hybrid Hosting Benefits", "Benefits", "Hybrid vs. Cloud vs. Managed", "Use Cases", "Cost Comparison", and "Request a Quote". The "Benefits" tab is active, displaying text about "Freedom to Choose Your Best Solution – Secure, Flexible, Scalable" and "Hybrid Hosting Example". A diagram illustrates the connection between Managed Cloud, Hybrid Cloud, and Hybrid Server. Below this, there are sections for "Hybrid Hosting features:", "Hybrid Hosting + FlexLink", and "FlexLink Connector". A "Resource" box is highlighted with a blue border and contains three links: "Better Control with Hybrid", "Reliability in the Cloud", and "Virtual Data Center Tour". Two large blue arrows point from the "Resource" box to the "Hybrid Hosting + FlexLink" and "FlexLink Connector" sections. The page also includes a "Request a Quote" button and a "Chat with US Now" button on the right side.



# 6 Newsletters

- Repurpose your case studies as newsletter articles
- Not only good for you, publicizes your customer to your readership base – can be a major selling point when asking customers to do case studies



**Hostway News** **HOSTWAY.**

CALL 1-866-277-7315 OR LIVE CHAT WITH OUR AGENTS

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### To Cloud or Not to Cloud: 8 Apps that Make the Grade

In recent months, the discussion around cloud has evolved from "Why cloud?" to "How do we migrate?" and "What should we move first?" In this whitepaper, Hostway Cloud Strategist Aaron Holiobaugh discusses 8 applications that are ripe for cloud deployment and how companies can safely migrate to start enjoying the cost savings, scalability, and virtualization benefits of the cloud.

[Download the Whitepaper](#)



### From Cottage Industry to Market Leader: Hostway Helps QWASI Take Its Solution Worldwide

QWASI had an idea, a plan and an audience for its premium mobile and social marketing services – it just needed an infrastructure that could keep up with it. Find out how this fast-growth SMB selected the technology behind their technology and became a preferred provider for a few very large enterprise clients.

#### *In This Issue*

[Geeking Out Over the Cloud, But Don't Know Where to Start? 8 Apps That Make the Grade](#)

[From Cottage Industry to Market Leader: QWASI Goes Worldwide](#)

[Recap + Video: Hostway a Hit at One of the World's Largest Cloud Events](#)

[Boost Your Visibility – Become a Brand Ambassador](#)

#### *Connect with Us on Social Media*

[f](#) [t](#) [in](#)

# + 7 Social Media

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- Promote your case studies on social media
- Phrase the post in terms of the problem solved:
  - Bad: “Check out our new case study about Customer XYZ.”
  - Good: “Customer XYZ needed a way to handle a seasonal increase in web traffic. See how we kept them up and running.”
- Ask the customer to retweet or share the post with their followers



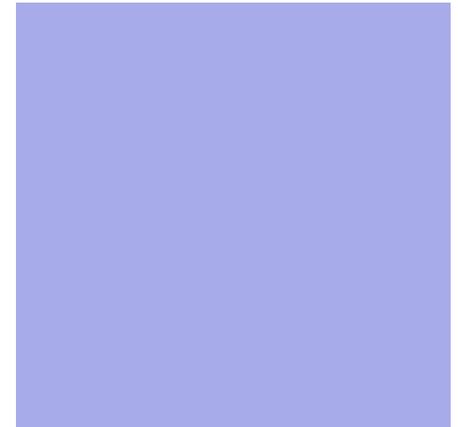
# + 8 Media Relations

- Ask your customer whether they'd be willing to participate in media interviews
- Pitch the case study to relevant industry media
- Offer media the opportunity to run it as a feature article or use information from it in conjunction with additional interviews
  - Customer
  - Appropriate internal personnel





# 15% Off Case Study Writing Services



Austin Freelance Writer

## Approx. \$150 Value!

- Get 15% off when you hire Amanda Farmer to write your case studies
- Discount applies to first case study only

Redeem via email:

[amanda@  
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+ Questions?