

Using Case Studies For B2B Lead Generation



TODAY

- **Case Studies**
- **The What, the Why, the How**
- **A Case Study Secret**
- **Next Steps to Take**

WHAT IS IT?



- **Solutions derive their value from the problems solved or results achieved**
- **Case Studies are stories about problems or results**

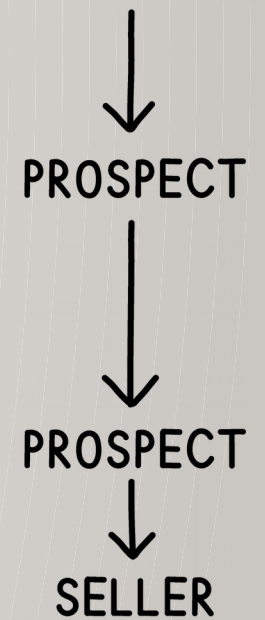
SO WHAT?

- **What has happened will happen.**
- **Fits new sales cycles – minus seller participation.**
- **Speeds things up.**

OLD WAY



NEW WAY

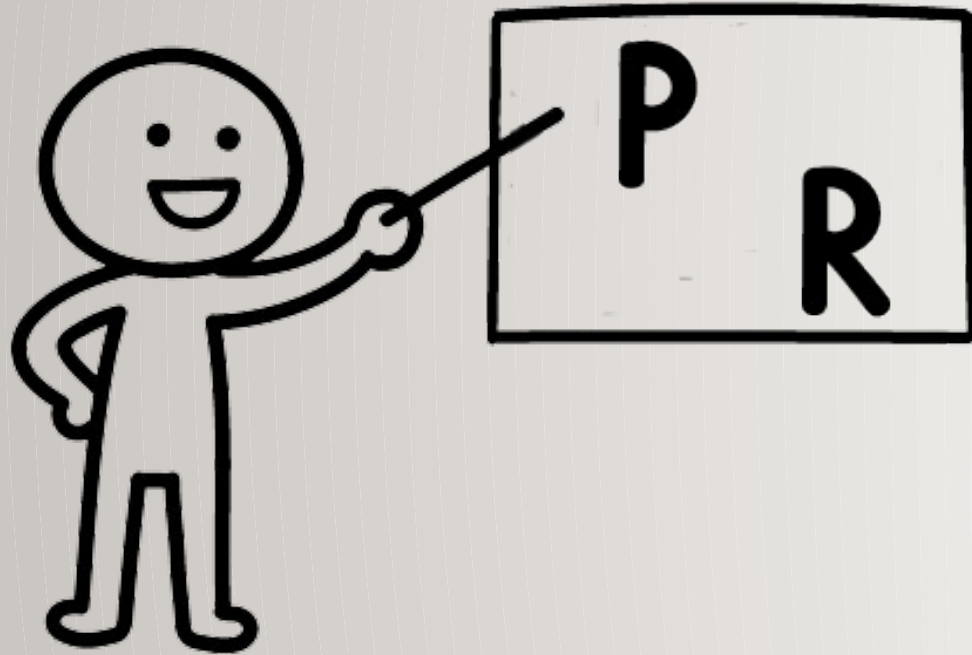


SEARCH ENGINES

- What do early stage buyers search for?
- “What” & “How”
- “Problem/Solution”
- + “case study” or “examples”



PROBLEMS/RESULTS

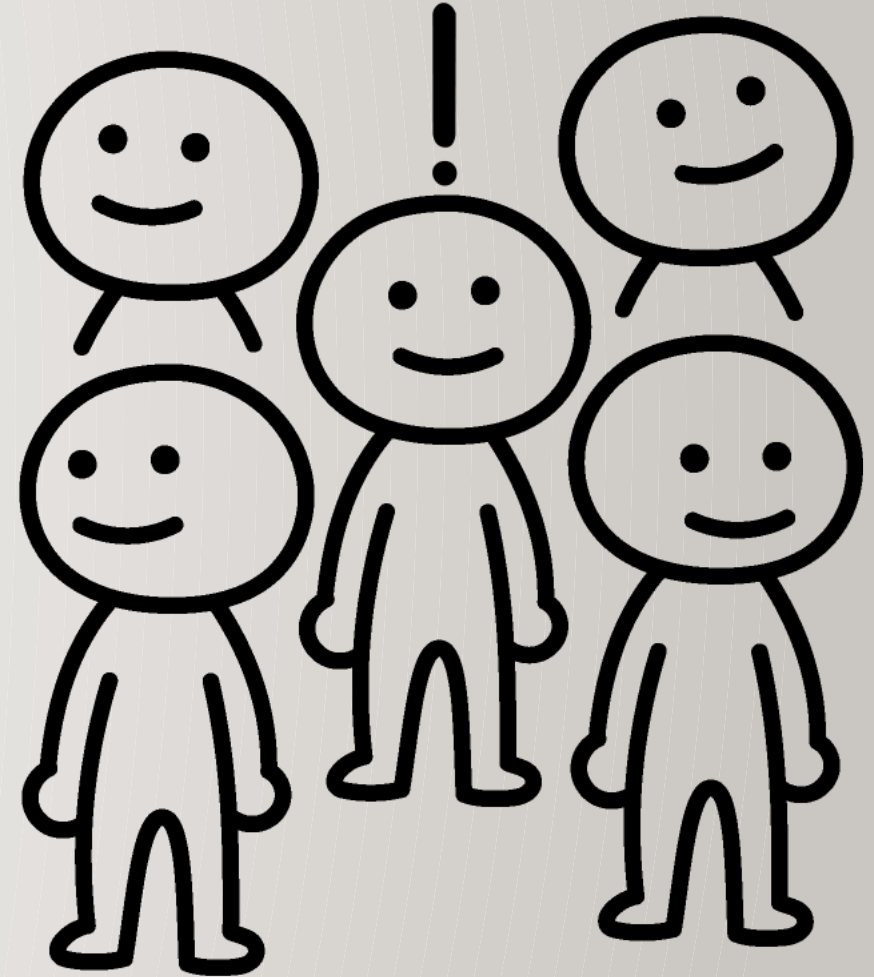


The Situation

- **Customers**
- **Reps**
- **“Issues” to flush problem or solution**
- **How did they know?**

YOUR SOLUTION

- **Your difference:**
 - **Product Features**
 - **Product Advantages**
- *** Your unique insight into the situation**



* “secret sauce”

SHARING RESULTS



- **Everyone thinks Details, but no**
- **No one wants to share secrets**
- **Two approaches:**
 - **“Givers Get”**
 - **Precise Percentages**
 - **Use “due in part to our efforts”**

AN EXAMPLE

- **Talk to salespeople:**
“Facebook lead gen”
- **Get actual search data**
- **Write up your examples**
**“We were hired for FB,
but we noticed. . .”**

<input type="checkbox"/> Search term	M
Total: Filtered search terms	
<input type="checkbox"/> how to target business owners on facebook	PH
<input type="checkbox"/> how to start a lead generation business	PH
<input type="checkbox"/> how to generate leads on facebook	Br
<input type="checkbox"/> how to generate leads on facebook	Br
<input type="checkbox"/> how to generate leads	Ex
<input type="checkbox"/> how to start a lead generation business	Ex
<input type="checkbox"/> how to generate leads on facebook for free	Br
<input type="checkbox"/> how to set up a lead generation business	PH
<input type="checkbox"/> how to yarget business owners on facebook ads	PH (c
<input type="checkbox"/> how to start a local lead generation business	PH
<input type="checkbox"/> how generate leads through facebook	Br

<input type="checkbox"/> Search term
<input type="checkbox"/> what is better than facebook lead feenation
<input type="checkbox"/> what is leadgen
<input type="checkbox"/> what is the best method for creating online leads for my new business
<input type="checkbox"/> what is the best online lead company
<input type="checkbox"/> what's the best lead service without scams
<input type="checkbox"/> what is a local lead generation
<input type="checkbox"/> what to put on facebook b2b rn
<input type="checkbox"/> what can social media lead to
<input type="checkbox"/> what does a social media leads generator do

SHORTCUTS



- **Surveys**
- **Outsource**
- **Insource**



WHAT NEXT?

- **Start with your salespeople or new customer/prospect data**
- **Get to the Issue (problem/result)**
“describe what was happening before working with us”
- **Get one on the calendar**

PUSH IT

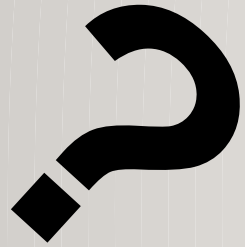
- **Your internal list**
- **Your sales team**
- **Online:**
 - PPC problems/results**
 - Push PR social media**
- **Press release**



WRAPPING IT UP

- **Case Studies fit the new shape of sales cycles**
- **Case Studies don't have to drown the reader in detail to be effective.**
- **Sharing case studies is an easy way for sales team stay in touch.**
- **Once you find one that works, make it better.**

QUESTIONS?



WAYS WE CAN HELP

- **Outsourcing the project**
- **3rd Party Surveys**
- **Ghost writing**
- **Promotion**
- **Critique**



**THANK YOU!
CALL IF YOU NEED HELP.**

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