



TWO DOZEN Ways to Use a Customer Story in Your Sales & Marketing

A customer story is one of the most versatile and powerful types of promotional content any organization can create. Here are two dozen ways to use case studies or success stories—or summaries of them—to bring credibility, education and validation to your products and services.

1. **Web sites** – Showcase your case studies on a page all their own and tease them right on the home page.
2. **Newsletters** – Feature customer stories in email newsletters.
3. **Direct marketing** – Highlight a customer success in a mailer to prospects and customers.
4. **Email** – Email prospects case studies that are relevant to their industry.
5. **Sales letters** – Kick off a sales letter with a compelling customer anecdote.
6. **Sales meetings** – Verbally recount the highlights of a customer story in meetings or phone calls with prospects.
7. **Voice mail** – Mention a customer success, preferably with a specific measurable result, in a voice mail to a prospect.
8. **Proposals** – Include customer stories in proposals for new business.
9. **Sales presentations** – Summarize a customer story on a PowerPoint slide for sales reps to insert easily into presentations.
10. **Advertising** – Showcase a customer success in ads.
11. **Webinars** – Invite a successful customer to present his story on a webinar for prospects or customers.

- 12. Events** – Invite customers to tell their stories at industry conferences or other events.
- 13. Employee training** – Integrate customer successes into training new employees so they understand the value the company delivers.
- 14. Venture-capital proposals/presentations** – Include case studies in presentations or proposals to financiers.
- 15. Press releases** – Catch the attention of busy editors with a “story press release,” one that highlights the success of a specific customer.
- 16. Media pitches** – Send a short pitch to a targeted media contact with a compelling customer success story as the angle.
- 17. Contributed articles** – Submit an article featuring a customer success (written by the vendor company or customer) to a publication or website.
- 18. Industry awards submissions** – Include full or summarized customer stories with awards applications.
- 19. Case-study booklets** – Create booklets that highlight several of your key customer stories.
- 20. Non-profit fundraising appeals/grant proposals** – Weave success stories into every printed, verbal or other appeal for support.
- 21. Annual reports** – Bring life to an annual report by showcasing the people and companies behind the numbers.
- 22. Public-service announcements for nonprofits** – Include member/customer success stories in your PSAs.
- 23. Your hold message** – Why not refer to a customer success story right on your phone hold message? As callers wait, they’ll learn about the value of your products or services.
- 24. Social media** – Tease and link to full case studies from sites such as LinkedIn, Facebook, Twitter and Instagram.