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Case studies v. white papers: Start your B2B sales journey on the right path

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Wow, 2019 is starting out with a bang! ITEXPO has come and gone. Security trade show RSA is on the horizon starting in March. Hopefully, attendees have their booths planned, signage proofed, and tchotchkes on hand to distribute.

RETAIL



A 90-Day Marketing Analytics Insourcing Journey

With Aginity Amp™, the world's largest eyewear company insourced seven years of customer data and marketing analytics in less than 90 days.

Challenges

- With outsourced analytics, the company had no control over its complex analytic ecosystem.
- Customer and data analytics were scattered across systems, business units and geographies.
- Planned a CRM deployment, but due to timeline, company would have to continue outsourcing its analytics.

Solution

- Amp was selected for its unique analytics management capabilities.
- Deployed Amp on the IBM® PureData for Analytics™ (Netezza) platform.
- Amp brought together business logic and data to create a multi-brand analytics environment.

Results

The world's largest fashion and sports eyewear company has more than just stylish frames. It has 40 active brands across 130 countries. Because of the complexity of maintaining marketing analytics for so many brands, this company outsourced its analytics to a third-party service provider.

However, because it outsourced its analytics, the eyewear company did not have complete control over its complex ecosystem of customer and data analytics, which spanned seven years, three geographical regions and six brands.

The organization's marketing team faced a challenge common to such large-scale initiatives: They struggled to accurately identify the company's most valuable customers. The result of such a complicated system led to:

- Poor visibility into customer data. The company outsourced its analytics capabilities, which limited its visibility into the mathematical calculations driving customer insight.
- Difficulty in personalizing marketing campaigns. Analytic and data assets were scattered across systems, business units and geographies, making it impossible to deliver personalized marketing campaigns.

In-house solution posed serious challenges

But what content do you plan to hand out?

No, no one wants to read a white paper while standing in the middle of a trade show. But a printed case study might be a perfect read when taking a break from the hubbub.

Of course, case studies and white papers are both essential for a

Messaging





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just make overall operations run more smoothly. Case studies are short
designed to show how your company solved a problem for another com

2. **White papers** are written as a “pseudo-independent” piece with your c
mentioned until the conclusion. A white paper, generally more technical
study, is built like this: 1) Here’s the problem many of you are facing (v
show); 2) Here are some solutions to this problem that failed, or only “
(with graphs to show); 3) Here is OUR solution and why it’s the best (v
show).

Why you should start your campaign with a case study

A case study is better than a white paper at the start because case studies ar

- **Inexpensive, cheap, a relative bargain** Case studies are about 1/7th th
paper at the going rates (\$1000-1500 v. \$7000-8000).
- **Focused in on a specific company’s challenges and how you fixed them** Does your
company have these problems? Maybe not now, but you can probably see it may be a
potential problem in the future.
- **Short, concise, (almost) snack-size** Usually about 2-3 pages--or for one client, 7-8
slides. They’re short so sales can easily hand one off to a potential customer for some
light reading. You can view case studies as easy-to-read with a story involved. White
papers are usually dense with info and generally take longer to read than a train ride.
- **Problem-solving, not navel-gazing** A case study introduces a problem that impacted
your client, then it discusses how your client addressed the challenge. It concludes by
showing how your client resolved its problem--usually using your company’s solution.
A white paper works in the same way, but it addresses a challenge affecting the industry
as a whole and uses language that is not too promotional. Plus, a white paper does a
much deeper dive into the challenges and is often more technical, catering to Solutions
Architects and CTOs rather than buyers or CEOs.
- **Easy to write not just one, but many** And since case studies are both short and
inexpensive, they usually don’t take more than a couple weeks to produce when all
relevant info is provided. It may, however, take up to a month to produce a solid white
paper.
- **Multi-deliverable-friendly** Case studies can be produced in multiple formats such as
Word docs, PDFs, presentations, web pages and the old standby-by, print. You can also
ask your best clients if they’d be willing to appear in a video case study



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If you need something more in-depth, a white paper is your go-to. But if you need a quick response to challenges that have come up in the industry, a case study is one of your first tools.

As a long-form copywriter for 20 years, I've written dozens of case studies including Uptake, Aginity, SPSS (now IBM), Catbird Networks (now Cyxt).
If you want to start the case studies rolling, visit www.krop.com/hsuan to see my case studies, then contact me at hsuanmin.chou@yahoo.com.

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