

## 74 - The Right Way To Use Case Studies To Increase Leads and Sales with Anfernee Chansamooth

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### Brief Background About Anfernee Chansamooth

- Anfernee is a Content strategist, writer, speaker, podcaster.
- He's also the director of <https://www.simplecreativemarketing.com>, they create content marketing strategies and case studies that convert for 6-figure+ services, SaaS, and eCommerce sellers.

### Importance of In-Depth Case Studies

- It's not a one solution fits all. Like that's going to solve all my marketing yams. It really makes sense to use case studies at the point of consideration.
- At the point of the buyer journey, where we're looking at evaluation, and they're ready to be, essentially hand money over, that's when a case studies really work really well.

### Specific Metric-Driven Headline

- So we always start with now this is where, if you've, if you know anything about copywriting, or if you're new to it, I highly recommend you learn a bit about sort of just story format because a case study really is just a story. Like I say it's a transformation.
- Like it's I get what you're doing there and I get what you were able to achieve for the client. But what I like to see is how much at it, right? How much were they spending?

- When you highlight that for me, it also allows me to understand how much your clients typically have in terms of spending, right when they come to you. Right?
- And if you're someone looking to get that result, you're going Yes, click, I'm going to read that rest of the thing. Yeah. Right. So that's a good old, you know, copywriting thing as well. So that's, so you get Attention, attention-grabbing headline.

## Knowing the Pain Points

- So it is a process of reverse engineering, always start with the end in mind.
- What are the key problems? Right, so for us, that Jessie the example again, is time money, right? So spending money on accounting can be expensive, or bookkeeping service that isn't doing the work that you want to be done?
- Being five hours it was I have to go and research How the hell do I look for a thing? Or Yeah, and that's a waste of my time.
- Then, okay, that time-saving thing, what does that relate to in terms of your personal life? Okay, well, that means I can't spend time with my wife or my girlfriend or my boyfriend or my kids, or whatever it might be.



## How Much Information You Have to Give Away

- The simple answer is, give as much as necessary to demonstrate that you actually know what you're doing. And that, you know, more than the person who's reading the piece, right?
- With schematics and everything, like, literally just here's a process map 1234, you can visualize it and get a graphic designer to create a visual if you want, and then just give some insight into each of those steps.

## Results, Testimonials, & Call-To-Action

- **Results**
  - Okay, what was the impact of that? To the business? What was the impact to the, to the marketing person who, who runs the campaigns, or the market manager or the business owner?
  - “Oh, you meant that I could then, you know, that spent 10 hours a week less on just trying to evaluate my metrics and trying to work out all these numbers, and explaining it to my team, right?”
  - Whatever these things you can get into with the client and go beyond just that, that punchy headline to Okay, here's the benefit. And I gave the example of Justine.
  - And, you know, it was yes, I was able to implement a process and free up my time, get my VA trained on certain things. So she could take over. And then it meant that I could spend time with my kids.

- **Testimonials**

- Both have a place. And in our case study, we actually want the testimonial we want the client in their words, to tell us what was the benefit to you. Okay.
- And if you have a good question, if you're in a pub with a mate, who might be interested in this particular service, how would you tell them? How would you say like, what, how, what would you say to them to explain what we did for you?

## Anfernee's Process to Promote his Case Studies

- One is you want to put your case studies on your own website. You know, you can set it up as an article, or blog, whatever it might be, but you definitely want to have a section or page, which is customer success stories.
- Mention your case study in your LinkedIn summary. Like if you want to read that case, study, send me a PM, and I'll send you the link or click down to my featured section. And in the feature section, you can actually add links to those case studies.
- If you have lead magnets, and most of us do that life in the digital marketing world, make sure you incorporate at least one case study in each of your lead magnets.
- For those of us who are doing presentations, and going out and speaking on the web at summits, conferences, webinars, inside your presentation deck, includes a slide for each case like one for your case study.