

6 Ways to Leverage the Power of Law Firm Case Studies

When you consider trying a product or service, what's the first thing you do? You might ask your friends whether they've tried it, and if they have, whether they would recommend it. You also might do some online research to see what others are saying about the product or service. These days, it's almost a given that you will read reviews and social media posts before making a purchase decision.

Case studies are an invaluable asset when it comes to establishing proof that what you're offering is valuable and of good quality. Here are ways you can market your law firm's case studies to get the most out of them.

1. **Build case studies into your website design.** Feature a few recent case studies on your website homepage, and make it easy to find and clearly define the goals, process and results.
2. **Write blog posts about your case studies.** Once you publish a case study, consider writing a blog post about it. The key is to write about the case study in a way that identifies with your audience's needs. Include a specific hurdle, issue or challenge you faced, and then use the case study to illustrate how you addressed those issues. It's important *not* to center the blog post on you. Showcase some of the successes that you've had in a short Q&A article, or outline some best practice tips learned from the experiences. This is a great educational tool for both prospects and current clients looking to learn more about your attorneys' successful legal outcomes.
3. **Create videos from case studies.** One of the more-engaging options for a case study is to present it as a video. Creating a video of your case study is a powerful tool to communicate your story effectively. It also gives the viewer a chance to get to know you and your personality.
4. **Post about case studies on social media.** Case studies are ideal for social sharing material. Add your case study to your list of publications on LinkedIn, and share them with relevant LinkedIn groups.
5. **Use case studies in your email marketing.** Case studies are best used in email marketing when you have a segmented list. For example, if you have a case study from a client in the technology industry, emailing your case study to technology-related contacts can be a relevant addition to a lead-nurturing campaign. Think about incorporating case studies into your newsletters as well.
6. **Share case studies at speaking engagements.** If you've been asked to speak on a panel or participate in a webinar, think about how you can work case studies into your talking



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points. Others want to understand how clients are using your services, and case studies provide that credibility.

Read my previous blog post on [tips](#) for structuring your case study for maximum impact. If you need assistance writing or promoting case studies, contact me, Lisa Altman, at latman@jaffepr.com.