

## Samsung case study analysis pdf

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When you're thinking about, investing in a product or service, what's the first thing you do? Usually, ita s one or both of the following: Ã, it is likely to ask your friends if they have, whether I recommend it. You can Alsoa probly, do some search online to see what others say about this product or service. Nowadays, 90% of consumers used Internet to find a local activity in the last year and 82% of consumers read online reviews. This shows that most people are trying to participate in a purchase decision. Customers can know that a small online search could have saved from a bad experience and a poor investment of your budget. A case of marketing study aims to persuade that a process, product or service can solve a problem. Why? Because he did it in the past. Including the quantitative and qualitative results of the study, appeals to logic, while painting a photo of what seems to be successful as for the buyer. Both of which can be powerful motivators and products to eliminate objection. Why use study cases? In essence, the case studies are an invaluable good when it comes to establishing the proof that what is offered precious and good quality. According to Marketing Hubspot status 2020 report, 13% of study cases as one of the primary forms of media used within their content strategy. This makes them the fifth type of most popular content, obsessed only by visual content, blogs and ebooks. Ok, so you know that the case studies work. The question is, how do they work? And how can you squeeze the maximum value from them? A, when using a case studies to get the most out of them. As a marketing or sales asset 1. Use a study case template to create PDF files for e-mail or downloads. A, do not underestimate the value of providing social proof right at the right time, in order to add value and earn theirs Business studios and sales. Marketers can use these pdfs as downloads in web content or e-mail campaigns. Sales repetitions can use these activities in demonstrations, in a follow-up or to overcome objections. Image source The simplest way to create PDF studio cases is using a model of study cases. This can decrease the amount of time that spend the creation and design of the case study without sacrificing aesthetics. Also, you can make sure all your studio cases follow a similar brand format. We have created an exceptional study model (and kit!) That is already blocked and charged for use. All you have to do is enter your text and charget for use a dedicated study page. You should have a web page exclusively to host studies cases. Whether it is called the "Case Studies," 'Successful Studies page,' O 'examples of our work,' to be sure that it is easy for visitors to find structure on that page is the key:. Initial challenges are clear for each Case, as well as the. Goals, processes and results draw inspiration: A, Google ¢ s thinks with Google A c is an example of a very well structured study case page the copy is appealing, as well as the Objectives, the approach, and results of study cases 3. Put .. in your home page. Give, visitors every possible opportunity to stumble on tests of satisfied customers. The home page is the ideal place to do this. There are a number of ways in which you can include study cases on your home page. Here are some examples: Customer comments / Testimonials at Call-to-action (CTA) A Vista Specific cases studies A slide-in CTAA, which link to a case study to CTA that leads to your case Studies page Geta Inspired: Theresumator.comã, incorporates incorporate On their homepage to strengthen their value proposal. Bonus suggestion: get personal. Marketing guru around the world agree that personalized marketing is the future. You can make your own studios more powerful if you find ways to make them à ¢ â,¬ Ä ¢ â,¬ Ä c â,¬ A c a,¬ A c a, United Kingdom or could they choose to customize studies for industry or size Visitor company. At the hubspot, we call this "intelligent content, take a look at the following example. Here, we wanted to test if including testimonials on the destination pages affected the conversion rates in U.K. The destination page on the left is the default destination page shown to visitors from U.K. IP addresses. A, 4. Implement the CTA slide-in. Pop-ups have a reputation to be annoying, but there are ways to implement that you will not have IRK (your visitors to your website. These cta should not be huge, high-beam pop-ups - instead, relevant but discreet in CTA on one of the product pages, with a connection to a case study that profile a customer who saw great results using that product? Go inspired: Ã, if you have need help to create cursors for your website, take a look at this tutorial on the creation of slide-in cta. 5. Write the blog posts on your case study in a way that identifies with your audience. So rather than hold your post, A ¢ â, ¬ Å "Company X: a CAS O Studio ", you could write about a specific obstacle, problem, or challenge the company has passed, and then use the blog post around your company, product or service - instead, the customer's challenges and as they were overcome should take the central phase. For example, if we had a case study that showed how a customer has generated twice the conductors because of our marketing automation tool, our blog post could be something on the falsearina of: "How to double lead flow with Automation of Marketing [Case Study]. "The blog post will therefore include a mix of statistics, practical advice, as well as some illustrative examples from our study case. Get inspired: A, check this great example of a blog from Moz, entitled "How to build links for you R blog A & A, ¬" A case studio. "6. Create videos from case studies. Internet services are improving everything The time, and consequently, people are increasingly consuming video content. The perspectives could be more likely to watch a video of how much they want to read a case of a long study. If you have the budget, creating videos of your studies on cases is A really powerful way to communicate your value proposal. Get inspired: checks one of our many video testimonies for some ideas on how to get closer to your videos. 7. Use studies on cases on relevant destination pages. Once a case is completed. Study, you will have a bank of quotes and results from which you can pull. Including quotes on the product pages are especially If website visitors are reading product pages, they are in a "consideration" mentality, which means they are actively searching for your products, perhaps with an intent to buy. Having citations of customers strategically placed on these gades is a great way to push them on the line and further lowers the funnel. These guotes should be measured, the results-based fragments, such as: "XX led to a 70% increase in blog subscribers in less than 6 months" rather than, A ¢ â, ¬ "We are proud to be XX customers, Their really care of us. "" Inspired: I really like the way in which HR software company incorporates video and testimonials ¢ in the pages of its solutions. Outside your website 8. Post around Case Studies on social media. Causieres make for a perfect social sharing material. Here are some examples of how you can exploit them on the Social: share a link with a case study and tag the customer in the post. The trick here is to publish your case study - >> Link. "Make sure your state clearly communicates the challenge has been overcome or to the objective that has been achieved. It is also essay to include the main statistics associated with the case study; for example 2x lead flow "," increase of 125 % in x, "Ã ¢ and so on. Update your cover image Twitter / Facebook that shows a happy customer. Our photos of photos of our social media media should help you with this! Add your case study to yours List of publications on LinkedIn. Share your case studies in relevant Facebook people using obscure messages. (Find out here the dark posts here.) Descend inspired: Mars Discovery Districtà ¢ PostsÃ, Houses studied on Twitter to push people to a desired action. 9. Use cases studies in your e-mail marketing when you have a segmentable sector list. For example, if you have a study case from a customer in the insurance sector, send an e-mail to a case of study to your contact basis for insurance can be a truly relevant addition to a lead driving campaign. Study cases can also be very effective if used in workflows to flick the specific lead of the product to which the case refers. Descend inspired: It is important that the content of the workflow feed the content of the workflow includes the appropriate cases of study into your newsletters. This idea is good for your customers and customers are happy and proud to be part of something. Also, whether we are willing to admit it or not, people love to show! Get inspired: the newsletters become stale over time. Give your newsletters that don't suck. 11. Equip your sales team with study cases. Customized content has become increasingly important for sales repetitions as they try to provide value on the sales call. It is estimated that consumer is more informative than ever. Repetitions of sales no longer need to spend an entire call to talk about functionality and benefits. Sales have become more complex and repetitions must now be armed with content that address every phase of the buyer's process. Study cases can be truly useful when it comes to showing prospects as others are successful Within a similar industry benefited from your product or service. Get inspired: Study cases are just a kind of content that helps your sales team. They don't always work alone, though. Take a look at our list of types of content that help sales closer offers. 12. Structure a case of study in your e-mail signature. This is especially useful for sellers. Here's how my signature of my email appears: get inspired: you knew there are many other ways you can use your e-mail signature to support support support marketing? Here are 10 intelligent tips, as you can do it. 13. Use case studies on customer cases is an invaluable resource to have when they on new employees. Helps develop your own buy-in, beliefs and understanding your offer. Descend inspired: have you completed our incoming certification course is still? During our classes, we use cases of study to show how incoming marketing in real life is applied. In the content of Lead-Gren 14. Include cases of study in your driving efforts. There are a number of offers that you can create based on your case studies, in the form of eBooks, models and more. For example, you could put together an ebook titled Å ¢ â,¬ "a step-by-step guide to reach 10,000 blog subscribers in 3 months ... just as xx.â € you could create a more in-depth version of the case study with access to Detailed statistics as an offer. (And don't forget, you can also use quotes and statistics from case studies on the destination page that promotes the eBook, which adds credibility and could increase conversion rates). Or you can create a model based on the customer's approach Studio to frame the webinars is excellent medium-rancer content and can really help you move the you Or the lower cables on the disbursement to qualified sales cables. Descend inspired: webinars are really effective as part of a workflow feed from lead. Make sure your next webinar is in place following these simple webinar tips. 15. Create an evergreen presentation bank. It is important to build an evergreen content bank that employees through your organization can use during presentations or demos. Study cases are perfect for this. Put together some slides on the highlights of the case study to move people's interest, so make them available to your sales teams and addresses to customers. It is useful if the marketer who created the presentation is the one who presents him to anyone who can use them in the future. This guarantees that they can clearly explain the presentation and answer any questions that may arise. Get inspired: what to create presentations great. 16. Create slideshares based on case studies. Following a few short slides, you could also put together a more detailed presentation of the case studies and upload it to Slideshare. After all, not only is Seo-friendly Slideshare (because Google indexes every presentation), but there is a huge pre-existing audience on slideshare of over 60 million users you can draw. Slideshare presentation are also easy to incorporate and share and allow you to capture cables directly from slides through a lead acquisition module. Get inspired: I want to generate anymore with Slideshare, but I'm not sure how to start? Check this blog post. Now that you understand the value of a case of marketing study and of the different ways in which they can be used in the marketing content strategy (and even sales), your next step is to think about what your destination audience would convince to do business with you. I recently realized something great for a customer? Do you have a process or product with demonstrable results? What do your potential customers do you do for them? The answers to those questions will help you Excincent content for your case studio. So, all that remained is putting it in the hands of your audience formats in formats that want to consume. Editor's note: This post was originally published in January 2015 and has been updated for the incorporation. Initialized originally 16 July, 2020 14:15:00, updated September 08 2020 2020 2020

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