

## 6 Ways Case Studies Help Grow Your Green Technology Business

As a business owner, you know the importance of testimonials from your customers. In fact, these days it's essential.

People turn to testimonials and reviews [91% of the time to help them decide about a purchase](#). And it makes a difference. After reading as few as six reviews, 68% of people form an opinion about the product or service.

So it's clear you need good testimonials. But if you have them, do you also need case studies? And what's the difference between the two?

### Case Study vs. Testimonial

First, let's clarify how the two are different.

A testimonial tends to be short, a paragraph or so written directly by your customer. It might be general praise. Or it might be focused on a specific part of your product or service and how much they like it.

For instance, if you have a solar panel company, one testimonial might talk about the energy the customer saved. Another might mention how easy you are to work with. A third might discuss how smoothly installation went.

In all cases, this is only a snapshot of the experience. You don't get much detail.

A case study, though, is much more in-depth. It covers the customer's experience from beginning to end. This includes:

- Problems they needed to solve
- Options they considered
- Reasons they decided on your solution
- Specifics of their experience with you
- Benefits of your solution

Plus, you control how this is presented. Of course, you'll still want to include quotes from the customer, but the case study is driven by you.

### Why Case Studies Encourage Customers to Choose Your Business

The real question, though, is whether case studies will help someone decide to go with you.

The answer is yes. Because they do a lot more than show someone using your product or service. Here are 6 ways they can benefit you.

### **1. Prove results are achievable**

When you read a testimonial, you don't get a lot of information. You don't know the details of the other person's situation, where they're located, what kind of house or building they have, etc. You can't be sure the same solution will work for you.

With a case study, you get all that. And if you see that someone else in a similar situation got good results with a solution, you'll feel more confident about getting the same kind of results if you go with that choice.

For example, if you're interested in getting solar panels, it doesn't help to know that another person realized substantial savings... **unless** you also know the other person had a house about the same size, configuration, and efficiency standards as you, in a similar neighborhood or climate. Then it becomes much more tempting to go with that proven solution.

### **2. Build empathy and trust**

Your customers want to know they can trust you to understand their problems... and to do good work. Case studies address both of these needs.

By walking through the pain points, potential customers can see that you understand them. And how you work with them to make things better. This shows your empathy for them and their experience. They, in turn, are much more likely to trust you.

Consider if you're installing a heat pump in a home or building with elderly people. You know they feel the cold more, and they also have to be more concerned about heat stroke. You understand their fears.

This means that in your conversation with them, you can explain how to use the heat pump in cooler weather so they'll stay warm. And you can emphasize that despite the name, heat pumps also keep the air dry and cool even in humid, stifling weather. Either way, they'll be safe and comfortable once the heat pump is installed.

### **3. Establish authority**

When you buy something, you also want to know the provider is knowledgeable. That they understand the ins and outs of the industry. That they're an expert.

Your customers are the same way. And case studies are one way to build that sense of authority and expertise. By going into detail about how you approached the situation with another customer, you highlight your knowledge. You also show how willing you are to share that information and teach others why it matters, using language and examples that make sense to them.

Think about someone looking to build with maximum efficiency. The last thing they want is to hire someone who doesn't know how to give them their desired results. But if they read a case

study about a building you worked on, and how efficient it is, they'll feel more secure in their decision to work with you.

#### **4. Provide social proof**

Being an expert is important, but it doesn't matter if no one can work with you. You can know everything about your field, but if you're always late... give people a hard time... or try to cut corners, customers won't want to work with you.

Case studies are a way to show the opposite. They take social proof one step further than testimonials. Because they're more detailed, they offer even better evidence that not only does your solution help, but that you're a good person to work with.

#### **5. Answer questions**

Some people have a lot of questions before they invest in something. You've probably met some folks like this – you might even be one of them. They're the ones who are a bit skeptical. They're not flat-out opposed to the idea, but they come with a list of questions and objections. They want to be absolutely clear on every point before they can commit.

This is understandable, especially with a large investment. But it's also time-consuming. You need to address each concern, and you lose valuable time that you could be spending on a project.

If you have case studies, though, they can provide answers ahead of time. Since each one goes through the decision-making process, a new prospect can see how someone else approached the same situation. And they can see why the other person went with you. It puts their mind at ease. You will probably still need to address some of their concerns, but it will go much more quickly.

#### **6. Offer persuasive details**

People don't want vague reassurances that your solution will save them money. They want the specifics, to know how much they can save.

For example, if you're thinking of buying an electric or hybrid car, it helps to see a testimonial from someone who saved money on gas. But it's more persuasive to see that someone else who drives 389 miles per year saved \$632 on gas. You can cover that in a case study.

You can also go further and highlight the experience. After all, it's not only about cost savings. When you get an electric car, you spend less time at gas stations breathing in the smell of exhaust and gasoline fumes, and less time trying to find least expensive fuel. You also don't have to worry as much about fluctuating costs of gasoline, since electricity tends to be much more stable.

All this makes the improvement much more tangible and real. And it helps justify your customer's decision.

## **Case Studies Complement Testimonials**

You can see how valuable cases studies are. But they don't replace testimonials – they complement them.

Testimonials are great to have on your website and other materials. They can convince someone to continue learning about your company... including wanting to read those longer case studies.

## **5 Ways to Use Case Studies**

Then once you have case studies, they can be used in a number of ways:

1. Make them available to download from your website
2. Include them in an information packet you provide prospects
3. Have a section of your newsletter with case studies
4. Write blog posts about them
5. Turn a case study into a video or podcast

## **Extra Benefit for Green Technology**

Case studies work for any kind of business. But they can be especially helpful with green technology.

As with any new and evolving industry, you'll get early adopters. A lot of others, though, want to wait to see how it works. They need extra reassurance that they're making the right decisions.

Case studies offer that level of security. They help your prospects understand what they're buying. Not just the bells and whistles, although they might like those. But they'll also have a clear sense of how this can make their lives better, both now and in the future.

When your prospects know all this – that you understand their pain points, that you're an authority, and that your solution is proven to work for people just like them – they'll become customers. And they might even be your next case study to help convert future prospects so you can continue to expand your business.