



# CASE STUDY TIPS

WRITE LIKE A PRO

1. Show how each of your services have previously helped a client

## 2. DIRECTION



Explain: The client's situation, their problem, how you helped and the overall outcome from their issue being solved

3. Simple paragraphs of concise content are required – not an essay

## 4. ARE YOU ANSWERING PROBLEMS?



- Does your case study demonstrate how you solved a company's problem?
- Can another organisation identify with this and understand how you can help them?

5. USE REAL DATA - PEOPLE LOVE IT!

## 6. HOW HAVE YOU ENABLED YOUR CLIENT ?



End your case study on what your previous **client achieved** through your help – don't end a case study on how great your product or service is for the client.

7. USE A STRONG CALL TO ARMS. EG READY TO LEARN MORE? CALL NOW ...

## 8. WHERE TO PLACE CASE STUDIES



Websites, videos, Ebooks, blogs, newsletters, social media platforms and sales pitches