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## 9 top tips for case studies

Case studies work well as third party endorsements for your product or service. Remember though that the reader is interested **ONLY** in how that same situation might apply to themselves. Make your choice of case study - and its content - highly relevant to your target readership!

First, you need a great headline that carries the key benefit you delivered e.g. "ABC Ltd delivers 40% cost reduction through innovative new technology". Then, follow these top tips. They'll help you give your case study good structure and compelling content.

### 1. Outline the situation

Who is your client? Who did you work with within that company? Make sure their job title is the same, or similar, to the reader's own position. What industry? What market? Keep all the information as transferable as possible to the reader. Then they can put themselves straight into the shoes of your client!

### 2. Define the critical issue

Set the scene and highlight the "pain" and the need. Who are the other stakeholders in the story? Make your client's issues **DIRECTLY** relevant to the intended reader. Pile on the pain and the impact it was having on your client's business and reputation.

### 3. Give reasons

What was the background to the problem or pain? Fill in the gaps. Angle this so that it leads directly to your client's request for help - and eventually on to what you can do to help.

### 4. Outline the project brief

What were you asked to do? What were the competencies needed? Describe the challenge - and, yes, make it very challenging! That way, it'll show just how brilliant you are.

### 5. Highlight the vision

Include a statement from your client to outline their hopes and aspirations. What were they really looking for? What capabilities? Of course, they'll match yours! They needed "a way to ....."

## 6. Play on their perceptions

What were your client's initial perceptions? What were their fears? And what about any anticipated frustrations with your type of product or service? If your client was in fact unsure at first, that's great! You can show how you helped them through all that to an excellent solution! "At first we were concerned that ..... but we've found that .....".

## 7. Eliminate the pain

Show what you did to address these problems - and why. What are your credentials here? This is actually a carefully disguised 'sales pitch' to the reader! Match the client's pain to your brilliant solution. Show how you went the extra mile.

## 8. Rave about the results

Where possible, include specific and measurable results/benefits, which are DIRECTLY applicable to a reader with the same job and same problem. How did you save your client time? How did you save them money? And what about saving them energy and effort? How did they gain? What have they been able to achieve as a result? What can they now enjoy that they couldn't before? There's lots of scope here. Show the positive impact on the company's business.

## 9. Capitalise on the third party endorsement

Ask your client to contribute here. You need snippets from the horse's mouth. Imagine you're asking them how the product/service they received (and the results they've had) match up to the original project brief. Can they give you one single comment about the case? Or one single problem solved? Or mention an unexpected surprise to do with your service (a good one, of course)? Maybe they can answer the question "What was it like working with ... [ you ] ....."?" Get them to reinforce the key points you want to make.

### And finally ...

- ◆ Double check the spelling of all names
- ◆ Remember to include your contact details and logo - plus the contact details for your client too. Give them some exposure as a 'thank you' for their help!

If you'd like some help with your case studies, call Angela Sherman at Content Creation on 01908 582231 or email [angela@content-creation.co.uk](mailto:angela@content-creation.co.uk) now.

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