



Why Case Studies?

Why a collection of case studies can be an asset for your business

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WHAT'S A CASE STUDY?

A Case Study is a short description of the history of your work with a client. It should detail the situation they brought to you, what you did to address that, and how happy they were with the work you did (we hope!).

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WHY IS IT IMPORTANT?

A good collection of case studies can show future or potential clients that you can solve problems like theirs. This will encourage them to come to you with their issue.

Your aim is to make people say 'ooh, it looks like they can help me'.



WHAT TO PUT IN IT

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You need a selection of case studies on your website, to showcase all that you can do, at different price points, for different types of client. Make sure your selection grows, as you do.



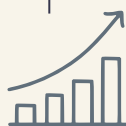
HOW TO FRAME IT

- You're the hero, showcase your awesome solution.
- You want to tell the story, where they found you, and why they chose you, as well as their issue.
- Cover difficulties you faced too. Your readers will be interested in how you overcame hiccups.
- Add an at-a-glance section that gives key details - maybe price, location and size of business.
- Use images, for visual interest.



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CAPITALISE ON THIS ASSET

Make sure your suite of case studies is up to date, covers new aspects of your business that you want to move into, and is in a prominent place on your website. Make them work hard for you. If you can produce print versions, to share at trade shows, or hand to potential clients, do that, or have them as PDF downloads on your site.

