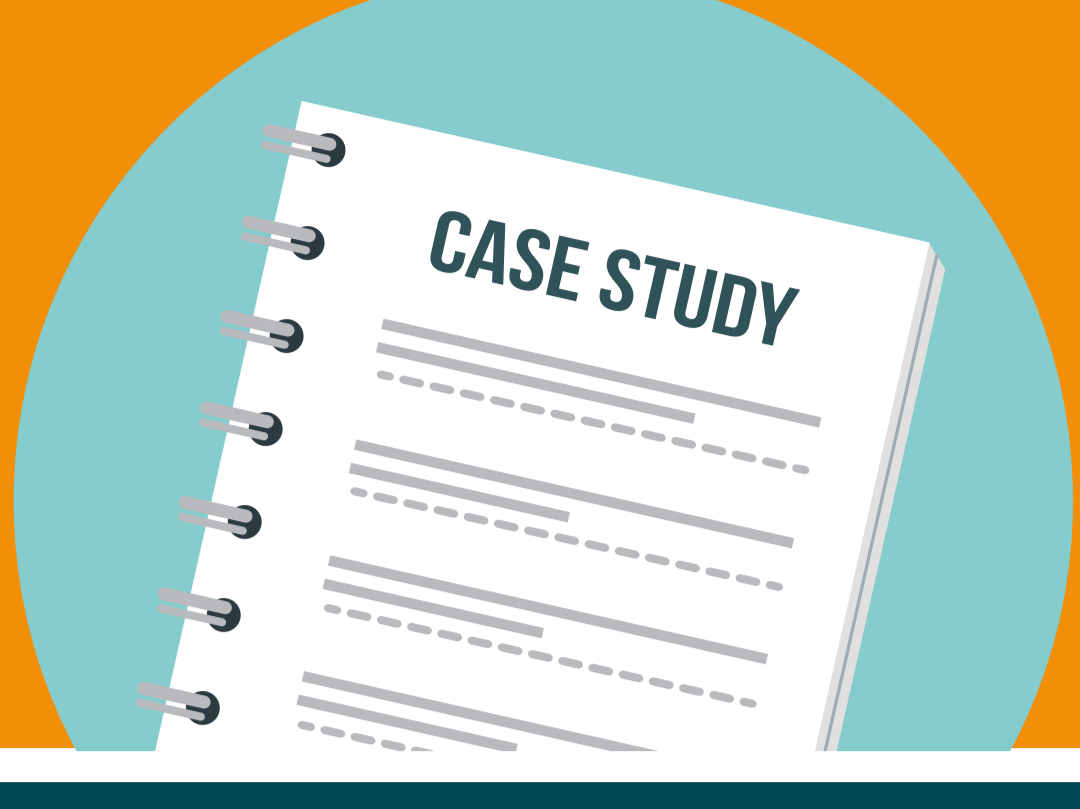


# 7 Tips to Create Compelling Case Studies

One of the first things serious prospects want to know about your company is how you've helped other companies like theirs. They're looking for a case study, and you need to provide them with stories of your work that are engaging, understandable and clearly highlight the results you achieved for your customers.

Case studies are valuable bottom-of-the-funnel content assets that speak volumes to the quality and results of your company's work. Keep in mind these seven tips and you'll be on your way to winning new customers.



## 1

### Focus your content.

Your case study should cover three core areas: **challenge**, **approach** and **results**. Showcase your work results visually and numerically, when possible, so prospects can quickly grasp the impact.



## 2

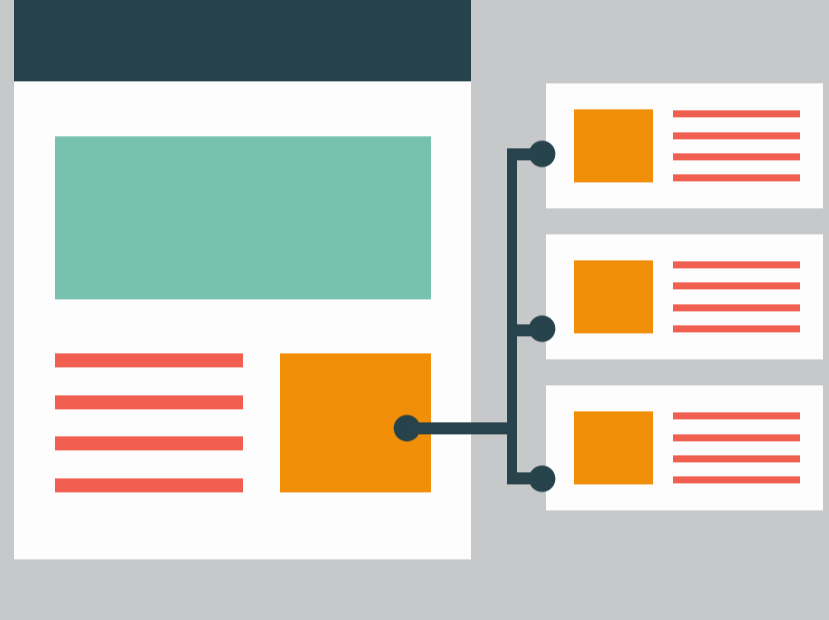
### Establish a clear flow.



Use both **design and content** to guide the prospect through your case study. Design can make it easier for readers who just want the high points and results to get that information quickly, and content can help create a convincing narrative.

## 3

### Provide a summary.



Add a subhead or one-sentence summary that incorporates the challenge and top result so prospects **immediately know** what they're considering.

## 4

### Include a customer testimonial.

Words coming from your happy customers' mouths rather than your own are at least **10 times more influential** and will help convince new prospects to convert to customers.



### Keep additional content secondary.

## 5



Supporting content – **such as a customer's corporate information or a list of services and tools used** – can be shared in bullet form as part of a **sidebar** or similar design format to provide the information succinctly without detracting from the main content.

## 6

### Include a call to action and your contact details.



Case study readers are likely well into your funnel and are already qualified. **What's the next action you want them to take?** In addition, be sure to include your company contact information and a website link for easy access for the prospect or anyone else in the organization with which the case study is shared.

## 7

### Name your files correctly.

**A bit of housekeeping advice:** name your case study file with your company name fully spelled out, along with the phrase "case study" and the customer name. You never know how these will be shared once downloaded or if someone needs to search their downloads to find a file again.

Want help telling your customer stories?

**Get in touch.**