

CASE STUDY

RESOURCE GUIDE

Use this guide to help you format a case study to use in your marketing. Post it on your website, share it in a newsletter. Put it every where to show off your talent.

614.664.9404

videostorystudio.com

 [@videostorystudio](https://www.facebook.com/videostorystudio)

 [@video.story.studio](https://www.instagram.com/video.story.studio)

CASE STUDY RESOURCE GUIDE

You've come to the end of a project and you're psyched by the results. Follow this guide at the close of every project and soon you'll be stacked with awesome validation stories to share with prospects.

1 STEP ONE: GATHER THE INFORMATION

THE GOAL

Refer back to notes from when you first met with this client. What did they want to accomplish? What problem were they trying to solve? What actions did you outline to reach these goals and how did you get started? List any important key performance indicators (KPIs) that were noted at the beginning of the project.



THE CHALLENGE

Were there any special parameters or constraints you had to overcome when executing the work? Who was on your team? Were there any special considerations made for the audience? How did you update the plan when you faced a challenge?

THE STRATEGY

List the plan for execution then summarize it into one sentence.



2 STEP TWO: MEASURE THE IMPACT

THE SUCCESS

Tell a story with data. Include stats for the KPIs you tracked and tell the meaning of the numbers to the client and their consumers. Note any trends. Go even deeper and list what you learned about your team/process during the project. This last answer might not make it into the public facing case study, but it is one to note for future opportunities.

THE TESTIMONIAL

The best source to prove your results is the client themselves. Ask them how did. Feedback is a wonderful last step in the process to cement relationships, improve your process, and mine for marketing material.



3 STEP THREE: TELL THE STORY

- Highlight the most important takeaways from the sections above.
- Write no more than three sentences on each of the following points.
 - **Summarize the situation, providing background for the overall project.**

- **Describe the challenge(s) faced and delve into the first steps and the following actions that were taken to reach the goal.**

- **Provide data-driven results that paint a picture of the journey towards the goal.**

- **Wrap it up with a brief anecdote from someone involved in the project.**

- **Add project images or screen grabs of analytics to enhance the story.**
- **Share it with the world.**



**DO YOU WANT VIDEOS
THAT WORK HARDER?
LET'S CHAT.**



614.664.9404
videostorystudio.com