

Tip Sheet

Creating engaging case studies

Generally there are a few best practices that can make the difference between creating an engaging and effective case study or one that warrants only a cursory glance. Remember to consider these tips as you compile your case study.

Best practices

- Base your case study on an issue that is relevant to your target audience.
- Write your case study from your reader's perspective.
- Support your case study with hard numbers and facts.
- Avoid technical jargon.
- Avoid excessive reference to your company or solution.
- Insert names, titles and quotes from customers involved.
- Communicate both the expected and achieved benefit or return on investment.

Key sections and writing sequence

Remember to include the following key sections and use this as a logical writing sequence:

1. Customer and problem

Focus on the customer. What was their problem and what impact was it having on their business?

2. Analysis of alternatives – the journey

How did the customer investigate various alternatives, what were these and what led them to your solution? Explain the environment the solution had to fit within.

3. Recommended solution

This is where you align what you offered with what the customer required.

4. Implementation

Discuss the specifics of how the implementation occurred. What challenges were presented and how did you overcome them? Highlight instances where you went the extra step to satisfy the customer.

5. The results

Demonstrate how your product or service provided a solution to the problem. Provide a summary of benefits and use hard facts and figures to illustrate your point. Include a customer quote.

6. Summary and close

Summarise the case study: Problem, action, outcome and provide some key take home messages.

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- Project Management
- Marketing and Communications
- Implementation and Engagement

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