10 Case Study Success Tips

1

Use the best quotes directly from the customer - You can edit them for clarity or for grammar, but words directly from the customer's mouth are better than making up a quote and asking them to sign off on it.

2

Don't make the results seem better than they are – Obviously, you want the results to be good, but they also have to be typical. If you have an anomaly where a client received way better than average results, they might not be the best subject for your case study. Your goal should be to make sure that whatever results are achieved by the company you feature are also achievable by the prospect reading your case study.

3

Report all the results – Don't just highlight the best results. Focus on any average results the customer experienced too. This makes your case study more credible and believable.

4

Solve a problem your target audience will, more likely than not, experience – Focus on a problem you know will be relevant to your target audience.

5

Include all the products and services that were required for the solution – Be thorough with your description of the solution. You don't want new clients to be surprised with additional costs or labor once they start using the product or service.

6

Use "before and after" metrics – It's important to have a statistical snapshot before they started using the featured product or service to contrast it to make the results achieved more tangible.

7

Show them real numbers – Don't just say "production was increased 52%." Make it more relatable. Say "The production line went from producing 210 units an hour to 310 units per hour."

8

Be specific – Look for areas that could benefit from more specific details. Don't just say "adjustments made to their website saw their subscriber list go from 5,234 to 11,345 in less than two months." Tell them what adjustments you made. You positioned the subscriber box higher up on the page, offered a bonus more of interest to the target audience and so on.

9

Provide proof for every claim – This is standard copywriting stuff, but make sure every claim you make is backed up with solid proof.

10

Update your case study down the road – To drive home the long-term benefits and continuing impact on the company, update the case study at an appropriate time down the road.