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MARKETING AND DESIGN



## YOUR GUIDE FOR CASE STUDY ESSENTIALS: TELL YOUR BUSINESS SUCCESS STORY

Ready to showcase your success story? Use this guide to create a case study that highlights your impact. Once you've gathered your information, contact [marlena@marlena-clark.com](mailto:marlena@marlena-clark.com) to design a professional, visually stunning case study.

### Title – Grab Attention

1. What's the key result or transformation? (e.g., "Increased Sales by 30%")

2. Write a title that highlights this achievement in one sentence.

### Executive Summary – Quick Overview

1. Describe the case study in 2-3 sentences:

2. Who is the client?

3. What problem were they facing?

4. What solution did you provide, and what was the result?

### Client Background – Provide Context

1. Who is the client (more detail) and why?

2. What industry are they in?

3. What are their key goals or unique qualities?

### **Problem/Challenge – The Before**

1. What challenges were they facing?

2. Include specific pain points (e.g., "Decreased productivity by 20%").

3. Why did they seek a solution?

### **Solution – The Fix**

1. What product, service, or approach did you offer?

2. How was it implemented?

3. Highlight any innovative strategies or tools.

### **Results – The After**

1. What measurable outcomes were achieved? (e.g., "Increased customer retention by 50%")

2. Include both data (numbers) and client feedback.

3. Add any supporting visuals like graphs or charts.

### **Testimonial – Their Voice**

1. Ask your client for a quote or detailed feedback:

2. What did they appreciate most?

3. How has their situation improved?

4. Include their name, title, and company (if permitted).



## Key Takeaways – Lessons and Insights

1. What are the most significant lessons or best practices from this project?

2. How can others benefit from your approach?

## Call-to-Action – What's Next?

1. How can potential clients achieve similar results with your help?

2. Example: "Learn how we can deliver the same results for your business!"

LET'S MAKE IT STAND OUT!



Once you've filled out this guide, let us take it to the next level. Contact [marlena@marlena-clark.com](mailto:marlena@marlena-clark.com) to:

Professionally design your case study with compelling visuals and ensure your success story leaves a lasting impression.

*Marlena Clark*  
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