

YOUR GUIDE TO WRITING A CASE STUDY

Your Checklist



Case Studies Show Your Future Clients Just What You Can Do

Being able to see what your company can do for projects and customers is a game changer for future clients. Follow our step by step guide to ensure you have everything covered for your perfect case study.

Run through the following key areas, and make sure you have included all of our tips.

1. What's The Problem?

Describe the clients problem:

- New Design Challenge?
- Has a previous supplier let them down?
- Has there been new regulations?
- Is it causing difficulty for the customer at the moment?
- Humanise the problem as much as possible!

2. How Did You Approach The Challenge?

Describe the approach:

- What challenges were there?
- What other options did you explore?
- Did you address another problem at the same time?
- Did you partner with any specialists?
- Did you build in contingency time?

3. Delivering The Solution

Discuss the delivery:

- Did you have any challenges you had to address?
- Was access to the site difficult?
- Did you have to change your designs throughout the job?
- Did bad weather cause issues?
- Any unexpected issues?
- Describe the logistics.
- How did you solve the issues?

4. How Did Your Client Win?

Describe the results:

- Did the job get finished earlier than expected? Under budget?
- How many people did it take?
- How does the quality compare to the previous condition?
- Does it have unique features that make you the best?
- Lower energy costs?
- What is the benefit to the client?

5. Include A Testimonial

Quote from the client

- Was everything communicated clearly all the way through the job?
- Were you great to deal with?
- Did you exceed their expectations?

Write this and get the client to approve or modify.

6. Your Quote

Your quote:

- How did your expertise allow your team to deliver great results?
- Describe how happy you are to resolve your clients problem.
- Link this to your companies mission.

7. Images

Take pictures:

- Photograph before
- Photograph progress
- Photograph installation
- Photograph end result with lots of close up and detailed quality shots.

8. Downloadable Content

Downloadable Content:

- What other information relates to the case study?
- Include technical brochures.
- Include installation instructions.
- Any additional data that the reader could need?
- Drawings?

Quick Checklist

Filled out the above? Do a quick check that you've covered everything!

- | | | | |
|--------------------------|-------------------------------------|--------------------------|-------------------------------|
| <input type="checkbox"/> | Take before picture | <input type="checkbox"/> | How has the client benefited? |
| <input type="checkbox"/> | Assess the problem | <input type="checkbox"/> | Quote from the client |
| <input type="checkbox"/> | Is it causing the customer issues? | <input type="checkbox"/> | Quote from you/ your team |
| <input type="checkbox"/> | How did you approach the challenge? | <input type="checkbox"/> | Take after picture |
| <input type="checkbox"/> | Discuss delivering the solution | <input type="checkbox"/> | Include drawings/ blueprints |
| <input type="checkbox"/> | Were there any unexpected issues? | <input type="checkbox"/> | Installation instructions? |

Need Help Writing The Perfect Case Studies For Your Website?

We're construction marketing specialists and we'd be glad to help!

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