How to Write a “Case Study” Blog Post

Promoting the work you complete for clients is an important part of your marketing and sales activity. Outlining the elements of the project in a clear, concise, and compelling manner demonstrates a lot about your capabilities, and also validates trust. This where a written and designed case study comes in!

The more you create these case studies, the more comfortable and confident you will become. Use the outline below to make sure you have everything you need to create a killer case study.

Outline: [Blog Post Title]

Keyword: [Enter Targeted Keyword]

Author: [Enter Author Name]

[Blog Post Title]

Make sure the title runs for 60 characters or less.

## Introduction

Lead into the post with a short 100-200 word introduction. Be sure to highlight:

* The reason why what you’re talking about is important.
* Who, what industry, or what sector of the industry this applies to.
* What you’ll be covering [i.e. “in this post, we’ll explain why (term) is important, explain how to (term), and provide 8 suggestions if you’re new to (term)”].

## The Challenge

Adequately describing your client's pain points and why they needed your unique services is key. Of course, keeping the personal details of the project private is important, so it is crucial to address this with sensitivity. No one wants their dirty laundry or private family secrets aired. Focus on their emotions, how they felt before calling you, and then speak to the areas they needed assistance, such as boxes of old pictures and memorabilia, or an overwhelming amount of digital files.

## The Solution

Here is your time to shine! Your services truly solve a problem and the unique way that you go about implementing those solutions deserves to be highlighted. When outlining your solution, it's important to understand your audience.

To speak to your largely non-technical customers, avoid any industry heavy jargon and eliminate mentions of tools and software such scanners or LightRoom settings. But if part of your work is of a B2B nature, providing your expertise to fellow organizers or photographers, create a second version of a case study that includes all the technical nuances that an insider can appreciate.

## The Results

This is where the magic happens and the whole case study comes together. Everyone loves a great before and after, and this is the perfect place for a big reveal!

So much of the work you do as Photo Managers has to do with volume—from piles and boxes of print photos to folders full of digital files spread across devices, social channels, and storage platforms, you are guaranteed to have all the ingredients of a fun before and after. Do not be afraid to play up the drama—respectfully, of course. Whether you have permission to use a client's name or other elements, or go with a "white labeled" (genericized) version, steer clear of any embarrassing details. Examples of this include the specific subject matter of photos and files that could be controversial, or information about the cleanliness of their home.

All of this considered, results should illustrate the volume of that before and after—time saved and regained, space saved (physical or digital), and the emotions or feelings about the results. This is also a fantastic place to include a client testimonial! Who better to express the results of your work?

The more you create these case studies, the more comfortable and confident you will become. You will find your own style in both how they are written and how they are presented.

## Closing

Wrap up your amazing new blog post with a great closing. Remind your readers of the key takeaway you want them to walk away with.

Checklist Before Publishing

* Did you provide clear, actionable steps to accomplishing the task your reader needed help with?
* Did you provide relevant and accurate facts and stats to prove your understanding of the concept?
* Did you emphasize the importance of understanding this concept if it is not already well-known?
* Did you properly cite and backlink your sources?
* Did you spell check and proofread?
* Are there at least 1-2 images?
* Is the post 800-1,000 words at minimum?