**Case Study Template by WordStream**

Use this template and our [Guide to Writing a Case Study](https://www.wordstream.com/blog/ws/2017/04/03/how-to-write-a-case-study) to write a masterpiece!

**Client Achieves Something Awesome with Your Business Name**

*Optional subtitle that provides a compelling detail OR customer quote.*

Expressive and interesting image here

## Snapshot:

Quick applicable details about your customer.

* Client:
* Industry:
* Products/services used:
* Results:
  + Quantifiable result #1
  + Quantifiable result #2
  + Quantifiable result #3

## The problem/goal

* One or two sentences introducing customer in a positive light. [Customer name] is a [category] that [does x] in [area]. It prides itself on….
* One or two sentences on the problem they faced or goal they were trying to achieve.
* One or two sentences about the consequences of the problem.
* Include a customer quote about the problem or consequences.

## The solution

* How the customer found you.
* What stood out to them about you/why they chose you (include quote).
* Name of product or service they chose, how it was implemented, how they used it.

## The results

* Share quantifiable results—at least three, if possible.
* Add color to each result by sharing the benefits of the results and layering in using customer quotes.
* Share any bonus or unexpected benefits.

## Conclusion

* Where the customer is headed now
* Any additional quotes/words of praise from customer
* Words of advice from the customer
* Call to action to contact your business