

Marketing Templates

Case Study

Originated as part of the Case Study learning methodology in Harvard Business School, within a marketing context they are used to illustrate successful solutions for clients, also called success stories. A critical case is defined as having strategic importance in relation to the general problem. A critical case allows the following type of generalization, 'If it is valid for this case, it is valid for all (or many) cases.'

The usual outline is as follows:

Beginning:

- Title. Powerful and emphasizing the benefit.
- Customer Quote. Request permission

Benefit Summary. Highlight key quantitative and qualitative benefits.

Story:

- Challenge, Problem, Issue, or Opportunity (use subheadings to lead the reader). Describe the general issue that face customers in this industry and transition smoothly into a description of a specific challenge.
- Solution. Describe the specific solution and transition to more general ways in which this solution can solve industry issues.

Finishing:

- Benefits. More information, relating it to the title and introduction information.
- Additional Information. Description of methodology and assumptions. Provide contact details.

The first step would be to develop a template with a clear structure and an appealing design that can be used in different scenarios. Needless to say, you need to ask permission to your client!

SDL shares this [template](#) with us and you can see the result in the shape of real case studies [here](#).

To get some more inspiration, please check the following sites:

“[The Times 100 Business Case Studies](#)”: A list of Case Studies that can be searched by Topic, Edition, Company, and Industry (non on Translation).

“[Hoffmann Marketing Communications, Sample Case Studies](#)”