Steps to build a client case study for an agency

Case studies from clients are absolutely vital for a marketing agency to gain authority in their niche. Follow the steps in this checklist to build an excellent portfolio of case studies.



- [ ] Define the client - Explain in brief about the client's business, location, the products or services the offer.
- [ ] List out the challenges client faced while they came in contact with your agency.
- [ ] Explain in brief why you accepted to work with the client and what was the motivation.
- [ ] List out all the activities you implemented once you started working with the client and how it positively brought a change to their business.
- [ ] Map and display all the metrics before and after your agency started working with the client. Include tables and graphs wherever applicable.
- [ ] Include a quoted testimonial from the client in their own words explaining why they loved working with your agency. Include photos if the client approves it as it increases the authenticity.
- [ ] Explain in detail why your agency is different serving clients in in the specific location and the specific niche.
- [ ] End with a clear call to action that could be booking an appointment, request to call or to fill out an application form.

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