

Building an Effective Case Study

1

Start with a clear outline to organize the data into a compelling story.

2

Structure the story in a problem/solution model.

3

Use visuals and infographics to illustrate the key metrics and learnings.

4

Let your subject tell the story where possible. Direct quotes add credibility and perspective.

5

Choose a subject carefully based on results, relatability, and competitive advantage.



**Clever
Lucy**

SMARTER DIGITAL