

# Case Study Template

The Paper Consists

**GUIDELINES FOR**

**CASE STUDY SUBMISSION**



## INTRODUCTION

We, Markedium Family appreciate your time and patience for considering the project. We believe, your contribution will have a very important impact on enlightening our current and future industry prospects on a large scale.

We recommend you to maintain the following structure for sharing your company's case studies with Markedium.

# Case Study Submission Guidelines



## 01 Title

The title should clearly show what results were accomplished through the campaign.

Add the results to the title to immediately catch the attention of audiences who would like to achieve the same results.

Consider including your brand name to show that you were responsible for driving the success.

## 02 The Client

A great marketing case study starts by setting the scene. It introduces the brand that is the subject of the study and explains who they are and what they do.

Use this part of the case study to help prospects identify with the subject by drawing parallels between each party.

## 03 The Problem/Issue

Move the story forward by introducing the problem or problems the subject is trying to solve or the challenges they face.

Include a few sentences about each of the main problems that the marketing campaign or engagement ought to solve or improve.

## 04 The Solution

After introducing the problems, explain what you did to help overcome the challenges.

List each marketing objective and solution that you implemented.

Depending on the type of marketing case study you want to create, you can get very specific and include step-by-step details of the solutions.





## 05 Results

Show how your solutions led to tangible results for the subject. Include key performance indicators, data, and statistics that show the improvements that were a result of your work. Examples of digital marketing metrics may include:

Web analytics, Traffic statistics, Number of social shares, reach and comments etc.

## 06 Visuals

Don't just add numbers and stats to paragraphs in your marketing case study. Include visuals that bring the results to life and make them easier for readers to notice. Use graphics and copy call-outs to highlight the top results and positive statements from the client.

Consider including:

Pull quotes, Charts, Before-and-after graphics etc.

## 07 Call To Action

The purpose of a marketing case study is to draw in potential clients and get them to work with you. So, don't end your marketing case study once you reveal the results. Continue to engage prospective clients by ending with a call to action that encourages the reader to contact you to achieve the same results. Be sure to include contact information and clear next steps the audience should take to move forward and do business with you.





## Disclosures

Please read the followings:

- Your submitted case studies will be uploaded (content) to the soon to be introduced 'Case Study' section of Markedium along with all the other platforms owned by Markedium with the necessary credit lines provided by you.
- **Markedium Editorial Team** will have a final check and will do necessary sentence structuring (if required) with proper notification.
- If you have a **video case study**, you are giving Markedium the permission to upload it on all the Markedium platforms with proper credit lines. If you don't have any video presentation of your case study, then if Markedium sees fit, it will come up with its own video content based on your submitted case studies with a proper credit line (provided by you) and keeping the facts unchanged.
- Markedium wants to bring a positive change in the ecosystem to strengthen future industry prospects. Hence, if Markedium sees fit, we will use your case study as a reference in future in-house content (e.g. Social media posts, in-house opinion, resource, research, etc.)