CASE STUDY BLUEPRINT

Case Study Blueprint

Every freelancer can benefit from having well constructed case studies that build credibility with clients. This is a must have on your Upwork profile. I suggest building a minimum of 2 case studies following this step-by-step Case Study Blueprint.

Project Title

Template: How [Client Name] [Got Primary Result Achieved] with my freelance help.

Example: How I Generated a 445.96% Return On Ad Spend For An International eCommerce Client

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Related Specialized Profile

Template: If you have built specialized profiles (which you should) then you can select that here so it also shows up on both your general profile as well as for that specialized skill.

Example: Search Engine Marketing Specialized Profile

Related Upwork Job & Completion Date (Optional)

Template: If your case study is from an Upwork job, you can select which one it was in this section along with the completion date. This is completely optional.

Example:

- (Related Upwork Job) Google Ads Expert Needed
- (Date Completed) 2/22/2020

Select Template

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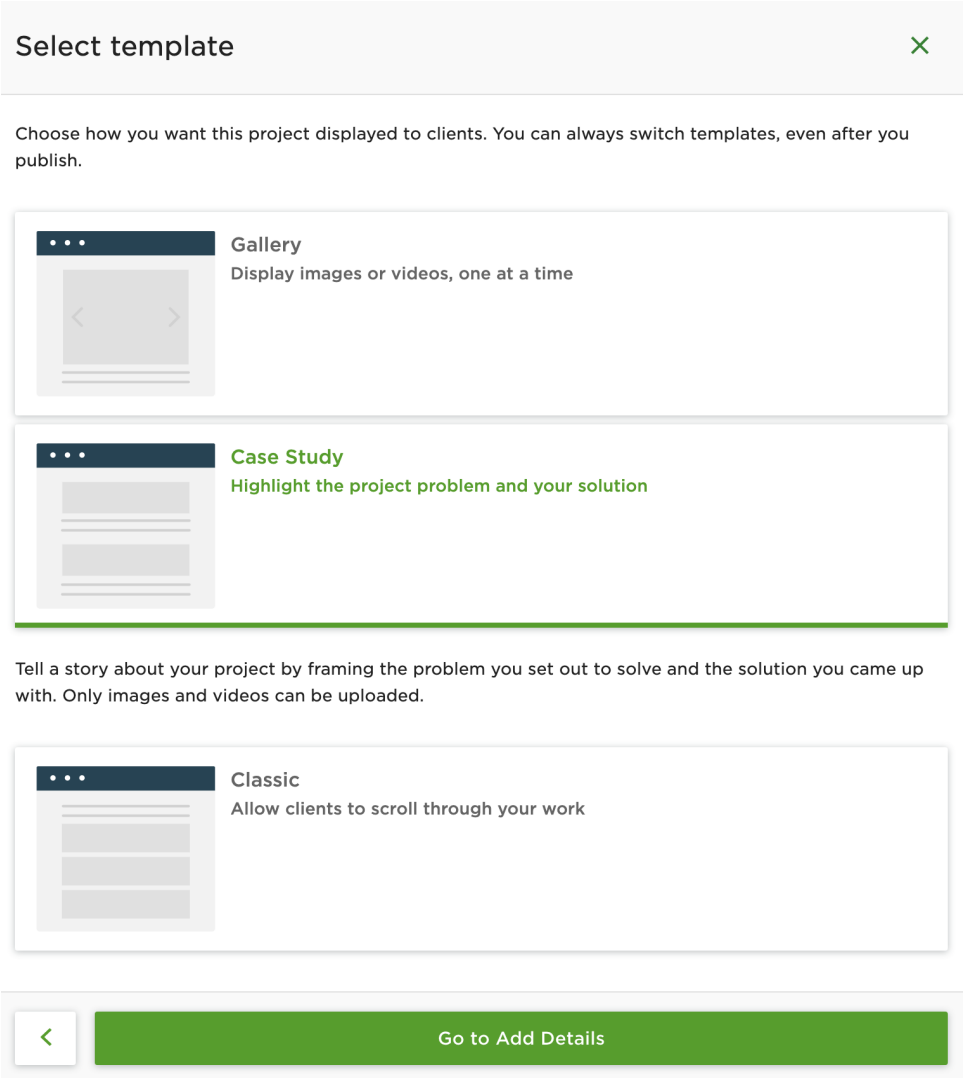
Choose ‘Case Study’ and click ‘Go to Add Details’



Role

Template: Describe the role you played for the client and the project you performed.

Example: I was the PPC Marketing Manager & Ongoing Optimization Expert

Project Task/Challenge/Goal

Template:

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1) Introduce the client's business in some way. You do not need to directly name the brand or company, however, you should introduce the industry they are in so it relates to your future potential clients.

2) Describe the problem or opportunity you addressed in your project. This is the overall goal of the entire project. This is the reason why your client seeked freelance help in the first place.

Example:

1) This client is an international health food brand with doctor-formulated recipes. They sell directly from their website and needed help building and optimizing targeted Google Ad campaigns to increase sales and grow brand exposure.

2) I partnered with this client to help build a comprehensive search engine marketing strategy, implement, and optimize to maximize results. The biggest challenge this health food brand faced was not having run any successful PPC campaigns in the past. This meant there was no data to work with.

Upload Files / Add Video Link (Section #1)

Template:

This is the first of 2 locations where you will be adding either an image or a video link which displays your results (Primary Result).

This photo or video only shows within the case study and not as the case study image on your profile. It is displayed first right under the 'Project Goal' section above.

Example:

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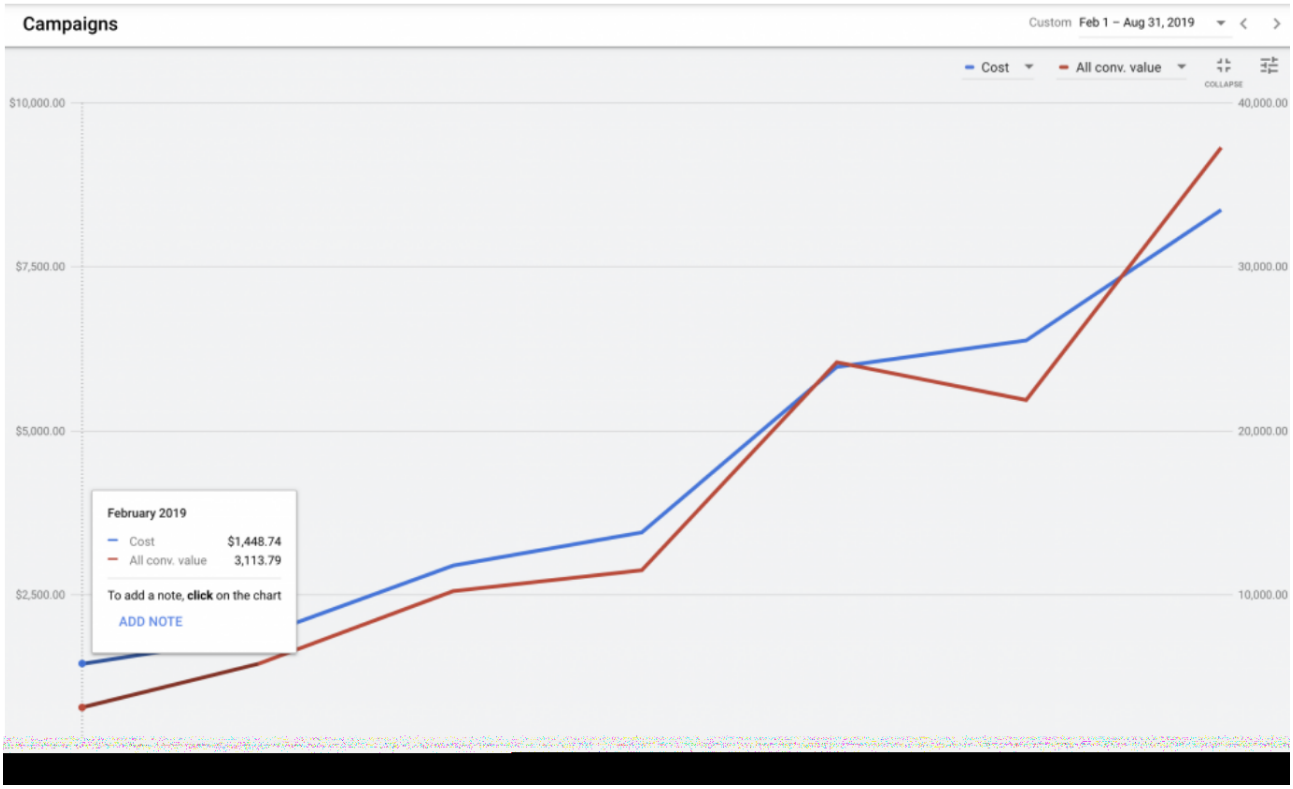

Project Solution

Template:

(Solutions) Describe how you worked with the client to implement the following solutions to solve the problem you outlined above. Add a new paragraph for each different solution.

You can break this down into a linear step-by-step process walking the reader through the actual journey you had with the client. Another option is to simply explain each different skill you provided and what specific problem that helped the client solve.

(Results) Break down the results you helped the client achieve with the solutions above. Results are typically displayed by using numbers to show growth, profit, or another trackable metric. Add a new paragraph for each additional result you had with the client.

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Template: Type in the most relevant information for each section. Upwork will let you choose from a number of categories. The project URL is optional and should only be used if you have a specific website or landing page that displays the project's results. Do your best to choose the most relevant selection for each section.

Project URL (optional)

Select the specific services and skills you demonstrated while working on this project

Search Engine Marketing Services

Select Search Engine Marketing Services

Ad Formats

Select Ad Formats

Search Engine Marketing Tools/Platforms

Select Search Engine Marketing Tools/Platforms

Industry Experience

Select Industry Experience

Business Size Experience

Select Business Size Experience

Make sure you have approval from your clients to display the work you've done for them publicly.

Example:

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Industry Experience:

Food & Beverage

Search Engine Marketing Tools/Platforms:

Google Analytics | Google Shopping | Google Merchant Center | Google Display Network | Google Ads

Ad Formats:

Video Ads | Text Ads | Product Listing Ads | Display Ads | Desktop | Mobile

Search Engine Marketing Services:

Tracking & Analytics | SEM Keyword Research | Campaign Optimization | Search Engine Marketing Strategy | PPC Campaign Setup & Management

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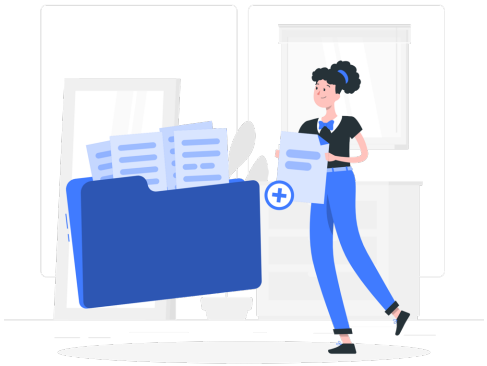
My Personal Case Study Examples

How I Generated a 445.96% ROAS For An International eCommerce Client

How iCity Repair Increased Conversions by 6,740% With Google Ads



*Illustrations by Stories by Freepik

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