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

Choose 'Case Study' and click 'Go to Add Details'

Select template   ✕

Choose how you want this project displayed to clients. You can always switch templates, even after you publish.

Gallery
Display images or videos, one at a time

Case Study
Highlight the project problem and your solution

Tell a story about your project by framing the problem you set out to solve and the solution you came up with. Only images and videos can be uploaded.

Classic
Allow clients to scroll through your work

‹   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:

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 sought 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:

Campaigns   Custom Feb 1 – Aug 31, 2019

February 2019
Cost $1,448.74
All conv. value   3,113.79

To add a note, **click** on the chart

ADD NOTE

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.

(Call To Action) To wrap the proposal up you need to include a call to action which get's the reader to take an action. If a potential client made it to the end of your case study, chances are that they may be interested in working with you.

End with a clear statement that says you can help their business just like you did in this case study and to contact you immediately to get started.

Example:

I worked with this client to implement the following solutions.

1) I conducted in-depth market research on the online health food industry as a whole as well as on competitors. This includes overall consumer purchase habits, best keywords to target, which networks to use, and more.

2) I used my findings from this market research to organize and implement targeted Google Search, Display Network Retargeting, Google Shopping, and Youtube advertising campaigns. I focused on maximizing the lifetime value of each customer by encouraging repeat purchases while also bringing in new eyeballs to the brand.

This resulted in $1,655 in profit within the first month (214% ROAS) of launch and management!

3) As the new campaigns began to generate conversions, I continued to make updates to increase the return on ad spend as much as possible. Optimizations included budget allocation, keyword bid and bidding strategy updates, A/B testing of ad copy and landing pages, and much more.

By month 7 of management, the company was able to break a new all-time high sales month after the Google Ads campaigns produced $28,946 in profit! (446% ROAS).

If your company is looking to achieve the same results, contact me.

I have a proven track record of helping eCommerce clients achieve a positive ROAS and I'd like to help you do the same. Contact me today to find out how I can bring winning results to your next marketing campaign.

- Paul Mendes

Insert Quote From Client (Optional)

Template: If you have a specific quote from your client based on the results you delivered from this case study be sure to include it here to build more trust.

Example: "*Paul was excellent to work with. He went above and beyond what was required to clean up my ad accounts and get the new ads started.*" - Carly
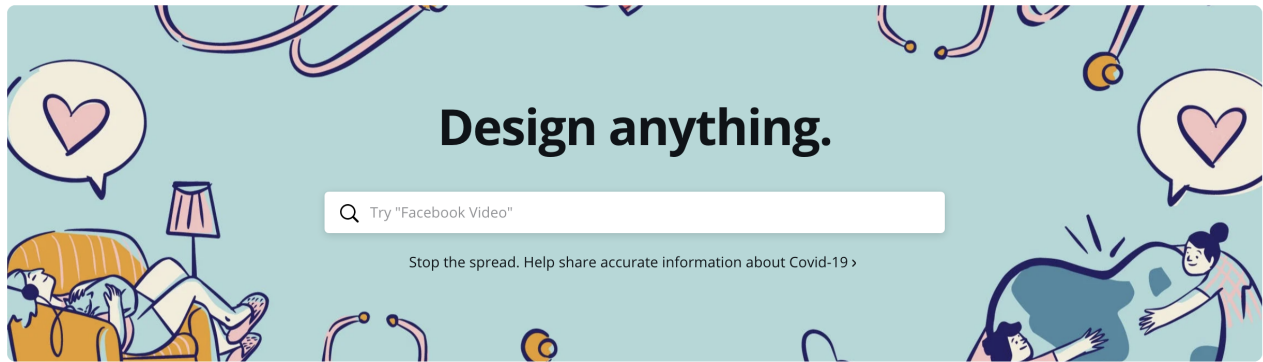

Upload Files / Add Video Link (Section #2)

Template:

Here is where you can use Canva and select the 'Facebook Post Template'. This is the perfect size to design an eye snagging image that displays the project results in big bold letters. This photo or video is the one that shows up on your Upwork profile under 'Portfolio.

Having a well-designed graphic or engaging video will really set you apart from the competition and help you land jobs, ESPECIALLY when you are brand new to the platform with 0 reviews and $0 earned yet.
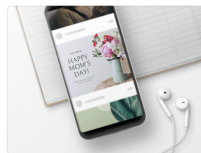
Example:
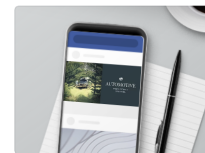
Create a design

Custom dimensions

A4 Document
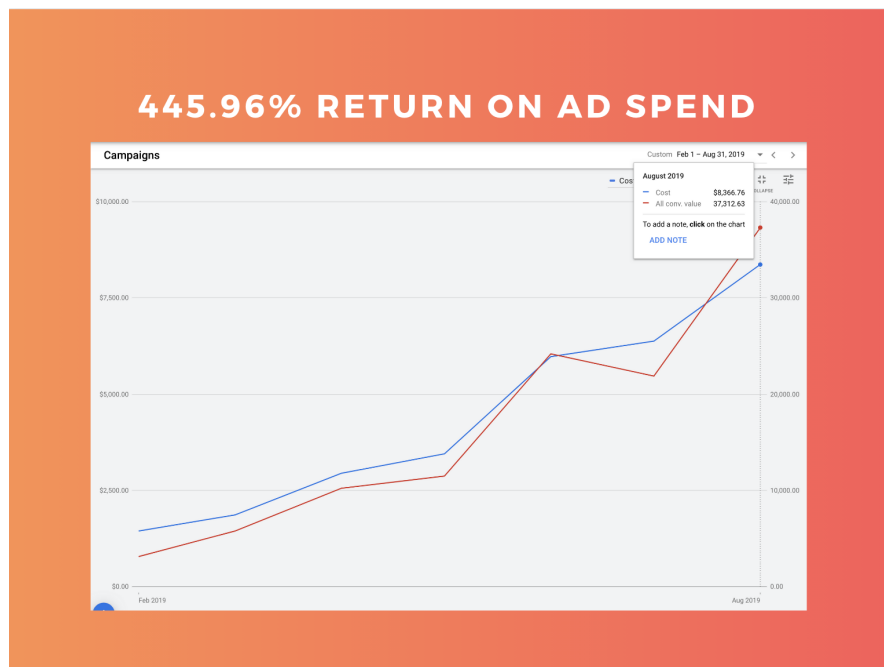
Logo

Facebook Post
940 × 788 px

YouTube Thumbnail

Facebook Ad

Email Header

↓

445.96% RETURN ON AD SPEND

[Select Project Skills Used](#)

<u>Template:</u> 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.

<u>Example:</u>

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:

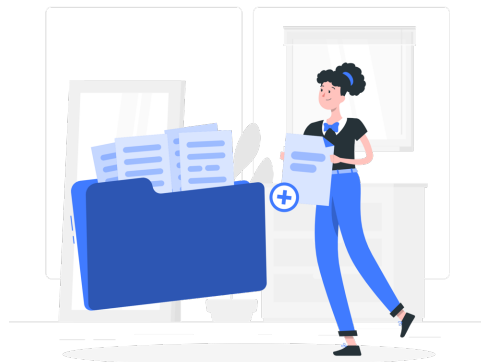Tracking & Analytics   SEM Keyword Research   Campaign Optimization

Search Engine Marketing Strategy   PPC Campaign Setup & Management

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