

SOCIAL PROOF - HOW TO BUILD A CASE STUDY

Social proof essentially is the idea that people copy the actions of others in an attempt to emulate behavior in certain situations. From a more practical point of view, social proof has become an essential marketing asset that companies can use to demonstrate capability and success.

Social proof formats:

- Testimonials - short description of experience
- Case studies - deep dive into process
- Reviews - general quality rating
- Data/ Numbers / Customer base
- Awards and accolades
- User-generated content (customer love, influencers, etc)

Why is social proof important?

- More than 40% of consumers acquire new services/ buy products based on recommendations from trusted social circle members
- 80% - 90% buying decisions are made after checking reviews/ referrals

The most effective and common social proof formats used in recruitment are Customer Base and Case Studies - where a company can showcase their clients' experience with the business and even share direct results.

Where should you use case studies?

In cross-selling and white space activities, as well as in pitching services.

*White space activities = business process used to uncover opportunities like new audiences, product improvements, and the unmet needs of a client.

SOCIAL PROOF & CASE STUDIES

STRUCTURE

Short description of relationship between you and the client. Include:

- Relationship length period
- Markets engaged
- Levels of collaboration
- History - inception to present day

Context and opinions on the marketplace the client is part of:

- Journey & challenges
- Roles types and levels
- Trends in demand and rates
- Impact of the above 3 points on the client's side

Summarize your product/ service:

- Markets/ sectors worked
- Roles worked
- Delivery and quality KPIs
- Client and candidate feedback
- Outcomes and impact on the client company
- Challenges & lessons learned

Finish up with:

- Predictions based on trends and actions you're taking preemptively to be prepared for future challenges
- Client point of contact - Name, phone, email
- Testimonial quote that ideally complements the challenges you listed in the summary.