[](https://www.smartsheet.com/try-it?trp=11980&utm_source=template-word&utm_medium=content&utm_campaign=One-Page+Case+Study-word-11980&lpa=One-Page+Case+Study+word+11980)**ONE-PAGE CASE STUDY**

**TEMPLATE for Microsoft Word**

**LOGO**

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| --- | --- |
| DATE | MM/DD/YY |
| SUBMITTED BY | Name |
| TITLE / ROLE | Title |

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| TITLE AND VISUAL ELEMENT |
| Start with a compelling title that summarizes the essence of your case study. Include a captivating visual element, such as an engaging image or infographic, to grab attention and set the tone for the case study. |
| INTRODUCTION |
| Provide a concise introduction that contextualizes the case study. Briefly describe the subject, industry, or challenge you’re addressing. This section should entice readers to continue reading. |
| CHALLENGE OR OPPORTUNITY |
| Clearly outline the central challenge or opportunity that the case study addresses. Summarize the problem statement or objective in a few sentences to give readers a clear understanding of the context. |
| SOLUTION OR APPROACH |
| Describe the solution or approach you’ve taken to tackle the challenge. Highlight key strategies, methods, or innovative solutions you’ve employed to address the problem effectively. |
| RESULTS AND BENEFITS |
| Showcase the quantifiable results that you’ve achieved and the benefits that the client has reaped by implementing the solution. Highlight key metrics, achievements, or success stories to demonstrate the positive impact. |

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| TESTIMONIALS OR QUOTES |
| Include impactful testimonials or quotes from satisfied customers, partners, or stakeholders. These authentic voices provide credibility and reinforce the success story. |

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| CALL TO ACTION (CTA) |
| Conclude the one-page case study with a clear and compelling call to action. Encourage readers to take the next step, such as contacting your sales team, requesting a demo, or exploring your products or services further. |

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