YOUR  
LOGO

**COMPANY NAME**

CASE-STUDY DEVELOPMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to develop professional case studies for your organization. We specialize in creating compelling narratives that showcase client success stories, build credibility, and support sales and marketing efforts.  
  
This proposal outlines our approach to developing case studies for [Client Name].

# Project Objectives

The primary goals are:  
  
- Highlight successful client engagements and business outcomes  
- Build trust and authority with prospective customers  
- Provide sales teams with persuasive marketing collateral  
- Support content marketing and thought leadership initiatives

# Proposed Services

Our case-study development services include:  
  
- Client interviews and data gathering  
- Storyboarding and narrative development  
- Content writing, editing, and design  
- Approval cycles and revisions  
- Final delivery in multiple formats (PDF, web, print)

# Scope of Work

Scope includes:  
  
- Initial discovery session to identify target case studies  
- Conducting interviews with clients and stakeholders  
- Drafting and designing case studies with visual elements  
- Incorporating feedback and finalizing content  
- Delivery of completed case studies ready for publication

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Planning | Identify target clients and define case study goals | [Start Date] |
| Interviews & Data Collection | Conduct interviews and gather supporting materials | [Date] |
| Drafting & Design | Write case study content and create visual elements | [Date] |
| Review & Finalization | Incorporate feedback and deliver final case study | [Completion Date] |

# Pricing

Estimated cost breakdown for case-study development services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Discovery & Planning | Define case study scope and interview targets | [Amount] |
| Content Development | Research, write, and design case study | [Amount] |
| Review & Revisions | Collaborate with client for feedback and edits | [Amount] |
| Final Delivery | Provide case studies in multiple formats | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a trusted provider of content development and marketing storytelling solutions.  
  
- Experience: [X] years in case-study creation and business writing  
- Expertise: Client success stories, marketing collateral, content strategy  
- Mission: To help businesses showcase their success and build credibility through high-quality case studies

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Development of case studies for a SaaS provider  
- Outcome: Enhanced marketing credibility and improved lead conversion rates  
  
Testimonial:  
“[Your Company Name] crafted professional and impactful case studies that resonated with our target audience and supported our sales efforts.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes research, writing, design, revisions, and final delivery.  
Client Responsibilities: Provide access to client contacts and project information.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this case-study development proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_