



Case Study Development

Rob Oakley Marketing





Owner

Rob Oakey

As an experienced Digital Marketing Manager with a demonstrated history of working in the computer software industry, I enjoy taking complex ideas and framing stories that are accessible and relevant.

I have over 8 years experience in writing case studies for large corporate clients, many examples can be found [on my website](#).



Case Study Formats



The PDF Download



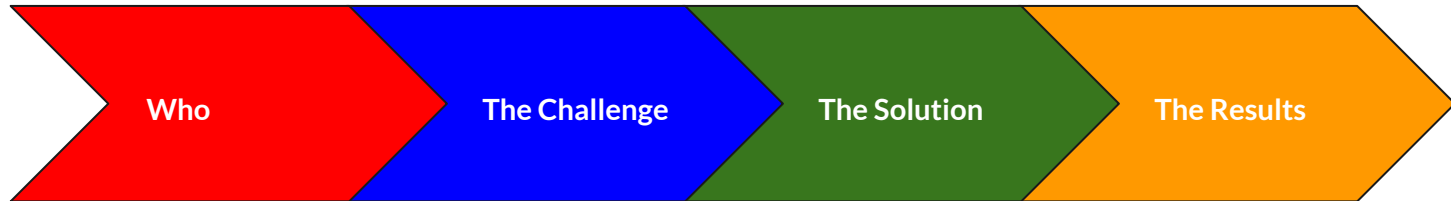
The Blog Post / Article



The Infographic

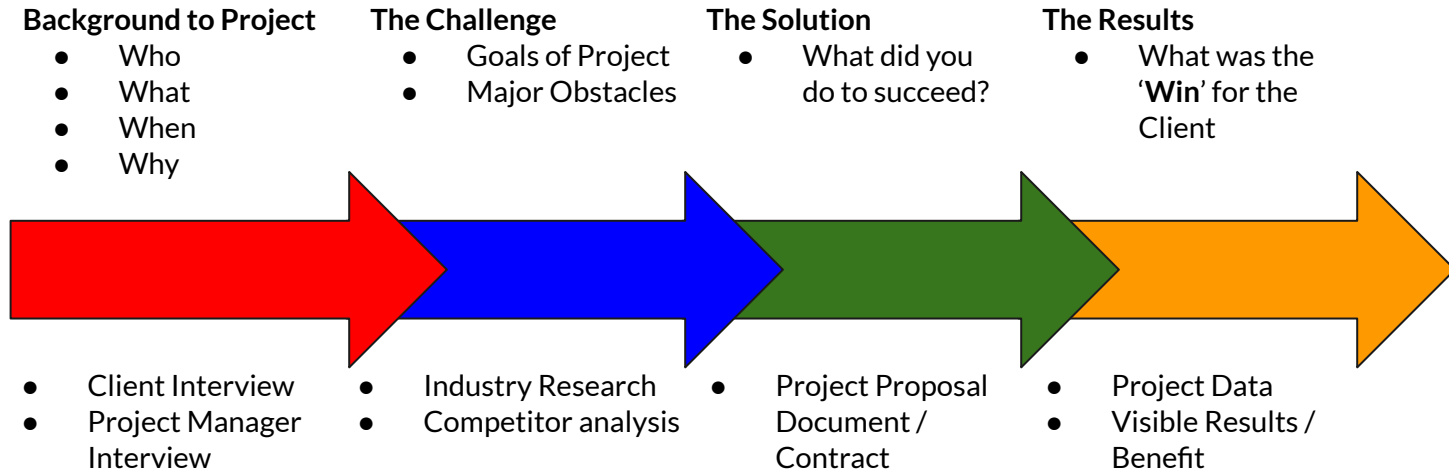


The Anatomy of a Case Study





The Process of writing a Case Study





Included

Client Interview

Research (Industry / Competitor)

Writing the Case Study

Not Included*

Professional Design / Template / Formatting

Image Licensing

Marketing / Lead generation Funnel

Email / Social Media Campaign

*Available at extra cost

Freelance Fees

<https://roboakley.com/rates/>

Hourly Rate

Hourly rates work for some projects not all

- Basic working rate: £25 per Hour
- Skilled working rate: £40 Per Hour

Basic Writing

- 500 – 1000 Word Article:
 - From £40 (Single Article 1 Revision)
- 1,000+ 2,000 Word Article or Book:
 - From £70 (Single Article 1 Revision)
- Longform Article
 - From £100 (Single Article 1 Revision)
- Case study, including Client interview, research and design:
 - From £250





Thank you.

