

Recruitment Case Study Information *Template*

Case Study Title

What should this case study be called?

Try to make the title specific. A good title might include the client type, sector, challenge, result or timeframe.

Your Title:

Example:

Helping a fintech business hire five senior salespeople in eight weeks

Client

Can the client be named? Yes No

Client name:

If the client needs to stay anonymous, please provide a short description of the business. This could include their sector, size, location or type of project.

Anonymous client description:

Relationship start date

When did the relationship or project begin?

Start date:

Project overview

What did the client need help with?
Please include a short overview of the project, role, campaign or relationship.

Notes:

The challenge

What did your agency do?

Please include the key steps your team took to support the client. This might include market mapping, candidate outreach, retained search, talent pooling, salary benchmarking, employer brand advice, job advert optimisation, LinkedIn outreach, candidate nurturing, interview process support, recruitment marketing, email campaigns, paid advertising or website support.

Notes:

The outcome

What was achieved for the client?

Please include the main result and any wider impact this had on the client's business.

Notes:

Key metrics or proof points

Please add any numbers, results or evidence that can support the case study.

This might include placements made, candidates shortlisted, time-to-hire, time-to-shortlist, offer acceptance rate, reduction in hiring time, repeat business, revenue generated, application increase, website enquiries, campaign engagement, LinkedIn reach or email performance.

Notes:

Unique information

Was there anything especially interesting, difficult, unusual or valuable about this project?

This could include details about the market, the brief, the client relationship, the speed of delivery, the candidate experience, the strategy or the reason the project was important.

Notes:

Photos or supporting assets

Do you have any relevant photos, screenshots, campaign assets, website links, LinkedIn posts, email examples, landing pages, graphics, videos or performance reports?

Please list them below and attach separately where needed.

Notes:

Testimonial

Can the client provide a testimonial? Yes No Already provided Needs to be requested

Client testimonial:

Approval

Has the client approved this case study for use?

Yes No Approval Needed

Can the client be named? Yes No

Can the testimonial be attributed to a named person?

Yes No

Notes:

Final checks before publishing

The client challenge is clear

The agency's approach is specific

The outcome is included

Proof points or metrics have been added where possible

The testimonial has been approved

Confidential details have been removed

The client has approved the final version

The case study can be used by sales and marketing