



The Recruitment Agency Guide to Better *Case Studies*

How to turn client wins into proof that helps you win more work

Most recruitment agencies are sitting on brilliant client success stories.

The issue is that too many of those stories never make it into their marketing. They get mentioned on a team call, dropped into a pitch as “we’ve done something similar before,” then slowly disappear into someone’s inbox forever.

Bit of a waste, really.

A strong case study gives your agency proof. It shows potential clients what you did, why it mattered and what changed because of your work. It can support sales conversations, strengthen your website, add credibility to proposals and give your marketing something more useful to say than “we’re experts.” Because every agency says they are good.

Not every agency proves it.

This guide will help you understand what makes a strong recruitment case study, what information to collect, how to ask for a testimonial and how to turn one client win into content your sales team can actually use.

Your best client stories should not disappear into the group chat.

Why case studies **matter** for recruitment agencies

Recruitment is built on trust.

Before a client gives you their vacancy, budget, time or brand reputation, they need to believe you can do what you say you can do. Service pages, sales calls and pitch decks all help, but proof is what makes the message stick. That is where case studies come in.

A good case study gives potential clients a clear example of your agency solving a real problem. It shows the challenge your client was facing, the approach your team took and the result you delivered.

Done well, it helps the reader think, **“This sounds like us.”**

That is powerful.

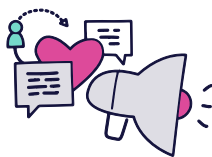
Case studies can also work across your wider sales and marketing activity. They can be used on your website, in proposals, in follow-up emails, across LinkedIn, in newsletters, in pitch decks and as proof points for your consultants when they are speaking to similar clients.

They help your agency move from saying, **“we can help,”** to showing, **“we have done this before.”**



Sales

Use case studies in proposals, follow-up emails, pitch decks and new business conversations.



Marketing

Turn one client win into website content, LinkedIn posts, email features and proof-led campaigns.



Brand

Show your agency's expertise, credibility and market knowledge through real examples.

People **trust proof. Case studies package that proof properly.**



What makes a **strong** recruitment case study?

A strong case study does not need to be long.

It needs to be clear.

The best case studies explain who the client was, what they were trying to achieve, what made the situation difficult, how your agency helped and what changed as a result.

That could be based on a hard-to-fill role, a confidential leadership search, a full team build, a retained project, a candidate attraction campaign, a new market launch, a salary benchmarking exercise or a long-term client relationship that has grown over time.

The format can change depending on the project, but the purpose stays the same. A case study should help the reader understand why the work mattered and why your agency was the right partner to deliver it.

It should not simply say, **"we filled the role."**

That might be the result, but it is rarely the full story.

The real value is in the detail. Was the client struggling to attract the right people? Had they already tried to hire and failed? Was growth being held back? Was the role business-critical? Did they need better market insight, stronger candidate engagement or a more focused search strategy?

Those details turn a basic success story into something genuinely useful.

A strong case study includes:

1

Context

Who the client was and why they needed support.

2

Challenge

What made the situation difficult, urgent or commercially important.

3

Approach

What your agency did and how your team added value.

4

Outcome

What changed because of your work.

5

Proof

The testimonial, metric, result or evidence that backs up the story.

If your case study could apply to any recruitment agency, it is not **specific enough yet.**

What information should you **collect?**

Before you start writing, collect the raw information.



It does not need to be polished. Bullet points, rough notes, screenshots, voice notes and consultant brain dumps are all useful at this stage. The aim is to capture the details while the project is still fresh.

The best time to collect case study information is straight after a successful project, placement, campaign or client milestone. Leave it too long and the useful details start to disappear.

Suddenly, **“we reduced time-to-hire by 40 percent”** becomes **“I think they were really happy.”**

Less helpful.

You need enough information to understand the client, the challenge, the work, the result and the proof. Some case studies will be detailed, others will be simpler, but every strong case study starts with the right questions.

Once you have gathered the information, use our editable Case Study Template to organise your notes before writing the final version.

Before writing, collect:

- | | |
|--|--|
| ☐ Project title | ☐ Outcome for the client |
| ☐ Client name or anonymous client description | ☐ Key metrics or proof points |
| ☐ Relationship start date | ☐ Unique information |
| ☐ Project overview | ☐ Photos or supporting assets |
| ☐ Main challenge | ☐ Client testimonial |
| ☐ What your team did | ☐ Client approval status |

Capture the story while it is **fresh, not three months later when everyone has moved on to the next urgent role.**



How to **write** the case study

A simple structure is usually the strongest structure.

Start by setting the scene. Explain who the client was, what they do and why they needed support. If the client cannot be named, describe them by sector, size, location or type of project instead.

Then move into the challenge. This is where the case study becomes more than a basic success story. Explain what made the project difficult, what was at risk and why the client needed support.

After that, show your approach. This is where your agency's expertise comes through. Avoid vague lines like "we used our network" or "we worked closely with the client." Instead, explain what your team actually did, whether that was market mapping, candidate outreach, retained search, salary benchmarking, employer brand advice, interview process support or recruitment marketing activity.

Finally, explain the outcome. This should show what changed because of your work. Where possible, include numbers. They make the result easier to understand and harder to ignore.

FORMULA

Use this structure:

The client needed support with **[challenge]**.

Our team helped by **[approach]**.

The result was **[outcome]**.

The proof was **[testimonial, metric or evidence]**.

EXAMPLE

A fast-growing technology business needed to hire five senior salespeople in a competitive market.

The agency built a targeted search strategy, refined the role messaging and created a shortlist of qualified candidates within three weeks.

The result was five successful hires in eight weeks, reduced pressure on the internal leadership team and a stronger hiring model for future growth.

The proof came through the client's feedback, repeat work and improved time-to-hire.

Clear beats clever. Specific beats fluffy. **Every single time.**

How to ask for a testimonial



Asking for a testimonial can feel awkward, but it does not need to.

The easiest way to get a useful testimonial is to make the process simple for the client. Do not send them a blank page and hope inspiration strikes. That is how you end up with "great service, thanks."

Nice? Yes. Useful? Barely.

Instead, send a few focused prompts. These help the client talk about the challenge, the experience and the result. You can also offer to draft something for them to approve, which is often easier for busy clients.

Before writing, collect:

- ☐ What challenge were you facing before working with us?
- ☐ What stood out about our approach?
- ☐ What impact did the project have?
- ☐ Would you recommend us to another business?



Subject line: Could we turn this project into a quick success story?

Hi **[Name]**,

We have really enjoyed working with you on [project, role or campaign], and we would love to turn the results into a short case study.

Nothing painful, promise.

It would be a simple piece showing the challenge, what we did and the outcome. We can also keep your company anonymous if preferred.

Would you be happy to share a short testimonial, or answer a few quick questions for us to shape into one?

A few prompts below:

1. What challenge were you facing before working with us?
 2. What stood out about our approach?
 3. What impact did the project have?
- Would you recommend us to another business?

Thanks,
[Name]

The best testimonials are specific enough to make the result believable.

What if the client **cannot** be named?

Some clients will not want to be named, especially if the project was confidential, commercially sensitive or linked to senior hiring.

That is fine.

Anonymous case studies can still be powerful if they include enough useful context. The mistake is making them so vague that they say almost nothing.

Weak version:

We helped a client fill a role.

Stronger version:

We supported a London-based private equity firm with a confidential CFO search after two previous hiring attempts had failed.



The stronger version protects the client's identity, but still gives the reader a clear sense of the sector, location, type of work and level of challenge.

When writing anonymous case studies, include enough detail to make the story meaningful without sharing anything sensitive. You might reference the sector, business size, location, type of project, challenge, outcome and why the work mattered.

You should avoid client names, employee names, confidential project details, sensitive financial information, internal documents, candidate information or anything the client has not approved.



Before publishing, check:

- ☐ Has the client approved the case study?
- ☐ Have all names been removed, if needed?
- ☐ Have all logos and identifying details been removed, if needed?
- ☐ Could the client still be identified from the context?
- ☐ Have sensitive project details been removed?
- ☐ Is the testimonial approved for use?
- ☐ Is the final version safe to share publicly?

Anonymous does not mean boring. It just means the useful context needs to **work harder.**

Ready to turn your client wins into **proper** marketing assets?

- You have the structure.
- You have the questions.
- You have the template.

Need somewhere to start? Use the editable Case Study Template included with this guide to capture your client, challenge, approach, outcome, proof points and approval details.

Now comes the part most recruitment agencies struggle to find time for: turning the raw information into something polished, branded and useful.

That is where Prominence can help.

We work with recruitment agencies to turn client success stories into marketing assets that look good, read well and actually support sales conversations.

That could include:

- | | |
|--|--|
| ☐ Branded case study PDFs | ☐ Proposal proof points |
| ☐ Website case study pages | ☐ Email newsletter features |
| ☐ LinkedIn posts for your company page | ☐ Campaign assets |
| ☐ Personal branding posts for consultants | ☐ Case study interview questions |
| ☐ Testimonial graphics | ☐ Client approval copy |
| ☐ Sales one-pagers | ☐ Repurposed content for future campaigns |

A great client win should not sit in a folder doing absolutely nothing.

It should help build trust, start conversations and show future clients why your agency is the right choice.

As a global marketing partner for recruitment agencies, Prominence can help you capture the story, write the copy, design the asset and repurpose it across your wider marketing.

Think of us as your ready-to-go marketing team.

We have been around for over 10 years, working across brand, content, websites, SEO, social media, paid ads, email marketing and lead generation for recruitment businesses. So, whether you need one case study turned into a branded PDF or a full bank of client success stories built into your marketing strategy, we can help.

Your agency already has the proof. We can help turn it into marketing that wins **trust.**

Need help creating branded case studies for your recruitment agency?

Book a case study content chat .

weareprominence.com 