



**How Case Study Buddy  
helped Rankings.io close  
\$179,444 worth of deals  
in one month**

# The Client

## Rankings.io

As an agency specializing in lawyers, physicians and small business, Rankings.io helps their clients dominate in some of the toughest niches on the web.

Their full-funnel solutions have helped hundreds of professional firms drive qualified leads and reduce their reliance on referrals alone.



**Case Study Buddy has systems and processes in place to create amazing end products. They're high quality and showcased our brand really well.**

**That's what made Case Study Buddy a good choice for us, and why we came back for more.**



**CHRIS DREYER**  
FOUNDER & CEO OF RANKINGS.IO

## HIGHLIGHTS

### Challenges

- Lack of lead magnets and proof to close more deals
- No proof of value beyond client reviews & testimonials
- No time or system to create case studies from scratch

### Solution

- Case Study Buddy took care of the entire process
- Professionally conducted client interviews highlighted client successes and pain points
- Case Study Buddy captured success metrics that showcase Rankings.io's impact

### Results

- Closed \$179,444 worth of deals in one month
- Trust building proof of value
- New assets to use for ad campaigns, lead magnets, and sales ammunition



# Challenges

## Arming the sales team with social proof

Chris Dreyer, Founder and CEO of Rankings.io, had successfully positioned his business as a leading SEO agency for lawyers, physicians and small businesses, but now he'd reached an impasse.

*"As our agency has grown, we've scaled our sales department. We needed more ammunition for our sales team." Chris explains.*

Not just any content would do. Chris' leads were being inundated by competing agencies vying for their business.

*"A lot of our prospective clients are hit with spam and email blasts from low-quality companies." Chris grimaces. "We needed to cut through that, to showcase our wins, and to prove to our clients that we were the best choice for them."*

Chris needed something powerful that would grab a lead's attention and give them tangible proof that Rankings.io was their best option.

He needed case studies.

*"We had testimonials, blog content and reviews, but we didn't have anything that showcased our wins," Chris explains. "We needed to show prospects that they could trust our process and that we would deliver measurable results. We needed case studies."*

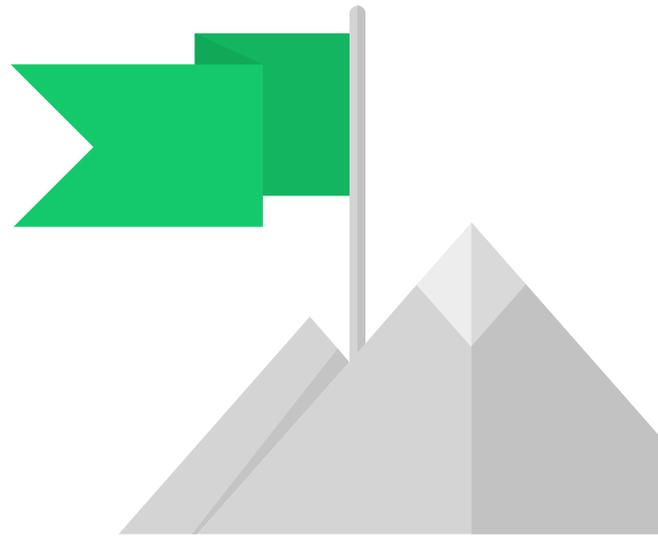
The challenge was finding the right partner to create them. Chris weighed his options carefully.

*"I looked at a lot other people who did case studies, like freelancers, but I didn't feel confident that they understood our niche," Chris explains. "I even considered writing it in-house, but I didn't have any experience writing case studies."*

Finally, Chris found the solution he'd been searching for: Case Study Buddy.



**We needed to show prospects that they could trust our process and that we would deliver measurable results. We needed case studies.**



# Solution

## Case study experts with a proven process

Chris discovered Case Study Buddy on inbound.org and decided to reach out.

He was skeptical that working with them would be worth the cost—until he saw how calculated their approach was.

*“When I saw Case Study Buddy’s systems and processes, how you interacted with clients, and how smooth everything was, it eased my comfort level,”* Chris says.

*“Plus,”* he acknowledges, *“I knew they’d put together a better product than we could create from scratch. They’d gone through the trials and pain points of putting together a great case study.”*

Case Study Buddy’s process was comprehensive.

First, they learned everything they could about Rankings.io and what Chris hoped to gain from his case studies and how he planned to use them.

Once the strategy was in place, all Chris had to do was introduce Case Study Buddy to his happy clients, and let them take care of the rest.

*“One of the hardest parts of getting social proof is organizing everything. You need to organize interviews with owners and partners who are all operating on different schedules, know the right questions to ask, and make time for follow-up,”* Chris reflects.

Chris appreciated the professional way Case Study Buddy treated his clients, and how they managed to get detailed quotes and metrics without being pushy or disrespectful.

*“What I like about Case Study Buddy’s interview process is that it digs into the numbers. A lot of clients keep that data to themselves, but Case Study Buddy always finds important results that showcase our worth as an agency,”* Chris says.

Before each study was published, both Chris and his clients got to review the content. Chris was excited to see how well Case Study Buddy had captured the nuances of their niche.

*“I like that Case Study Buddy understands our niche. I like that the case studies talk about monetary return based on what a client has spent. And I like that it’s easy.”* Chris smiles.



**I like that Case Study Buddy understands our niche. I like that the case studies talk about monetary return based on what a client has spent. And I like that it’s easy.**



# Results

## \$179,444 in deals closed in one month

Soon after receiving his new case studies, Chris began incorporating them into his sales funnel.

He instantly noticed a change—more clients were paying attention to Rankings.io's results, and his sales team was closing more deals.

*"We've closed seven deals in the past month—\$179,444 worth of deals—and case studies helped close them all." Chris grins.*

The studies have proven to be powerful assets across the entire sales funnel.

*"Case studies are helping us get meetings, they're helping us close contracts, and we're using them for lead-in and follow-up. They're versatile," Chris explains.*

*"And now, when a client asks why we're the best choice, we can say, 'Here are references, testimonials, and case studies.' When you hit them from all fronts it eases their decision-making process and lets them know they can trust you," he adds.*

Chris and his team have also been experimenting with using case studies in their advertising, with exciting results.

*"We're also using our case studies in our Facebook ad campaigns," Chris says. "They're powerful lead magnets—substantially more powerful than checklists or quizzes."*

As for the future, Chris has already dreamt up other ways to use case studies to keep Rankings.io's growth coming.

*"We're getting case studies made for each legal vertical," Chris says, "so when we're engaging with, say, a bankru an show them a case study that proves we know their niche."*

Chris is looking forward to continuing his relationship with Case Study Buddy and finding new ways to use these powerful pieces of social proof.

*"If you're trying to improve your conversions and showcase your expertise, then you need case studies. Case studies are powerful lead magnets, they're powerful presentations, and they're great for sales," Chris affirms.*

*"And when you need case studies, I highly recommend Case Study Buddy. They make the whole process easy and they deliver a high-quality end product." Chris beams. "I'm really happy with our case studies, and I'm glad we have more in the hopper."*



**Case studies are powerful lead magnets, they're powerful presentations, and they're great for sales. I highly recommend Case Study Buddy.**



# Are your customer success stories helping you close deals?

Case Study Buddy offers done-for-you case studies from start to finish. Turn your UVP into a compelling story that attracts leads, builds trust, and showcases your wins!

[CONTACT US](#)