

**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



### INDUSTRY

**SEO**

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### LOCATION

**USA (Global)**

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### SERVICES PROVIDED

**Case Studies**

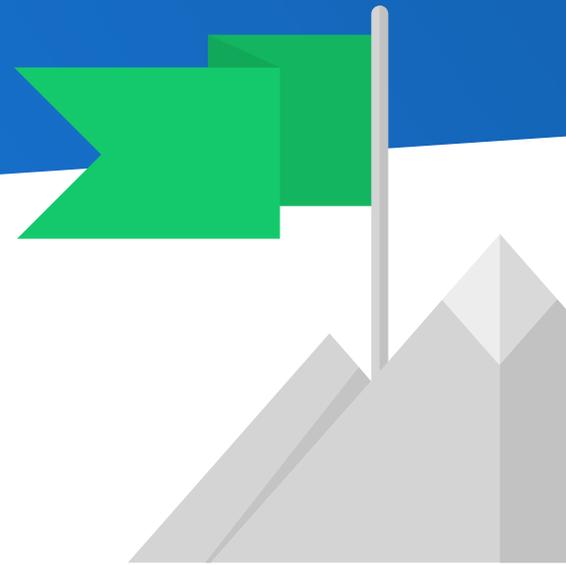
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Including:

- Case Study Strategy
- Outreach Templates
- Client Interview
- Copywriting
- PDF Design



# The Challenge



## Arming the sales team with social proof

As Rankings.io grew, so did their sales team—and the competition in their niche. Lawyers, doctors and small business owners were being inundated with spam from competing agencies vying for their business.

Chris Dreyer, Founder and CEO, knew that if leads could only see tangible proof of the results Rankings.io had been earning for their clients, they'd have a huge competitive edge.

In the battle for growth, there was no piece of social proof more powerful for Rankings.io to build trust, attract leads, and close deals than a case study.

Better still, few competitors had taken the time to put together detailed case studies—especially not with quotes from their clients or quantifiable success metrics.

The opportunity was real, but Chris would need to move fast.

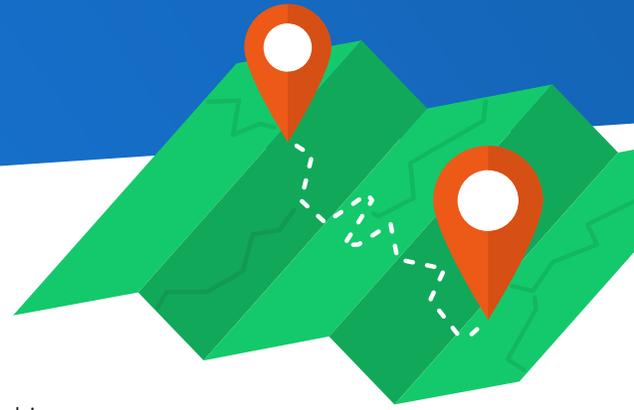


**We had testimonials, blog content and reviews, but we didn't have anything that showcased our wins.**

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



# The Solution



## Case study experts with a proven process

When Chris first found Case Study Buddy, he was skeptical that working with them would be worth the cost.

That all changed after speaking with their team, who showed him the depth of the strategy behind their approach and highlighted how every step of their process was designed to deliver a professional end product. He was sold.

Case Study Buddy learned everything they could about Rankings.io, organized interviews with his clients, mapped out intelligent interview questions, conducted the interviews, and then created beautiful, professionally-designed case studies using Rankings.io's branding and colors.

Throughout the process, Chris never had to wonder what was being done on his behalf and was surprised at how quickly it all came together.

The final result: Chris and his sales team gained powerful new sales assets and tons of new insights into how their customers viewed the value Rankings.io brought to the table.



**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.**

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



# The Result

## Closing \$179,444 worth of deals in one month

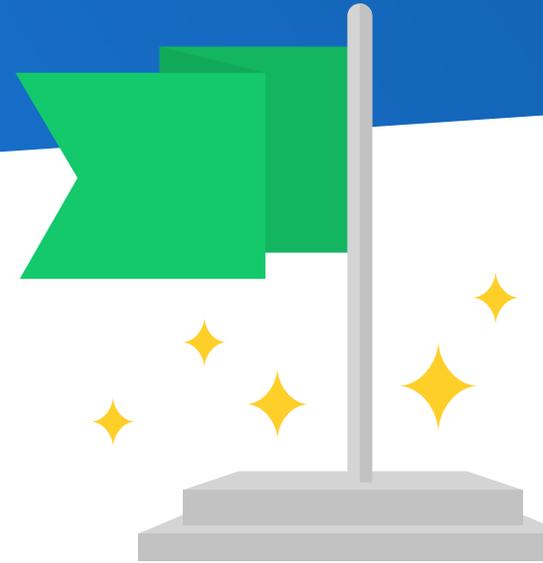
Chris has been putting his three new case studies to work. Not only are they helping him close more deals—7 deals, worth \$179,444, in just one month—but they're also proving to be valuable lead magnets.

Chris is now planning for the future.

He's ordered more case studies through Case Study Buddy, and he's already dreaming up ways to use these new assets to win new leads and showcase Ranking.io's prodigious wins.



**If you're trying to improve your conversions and showcase your expertise, you need case studies. Case studies are powerful lead magnets, they're powerful presentations, and they're great for sales. And when you need case studies, I highly recommend Case Study Buddy.**



# **Are your customer success stories helping you close deals? They should be.**

Case Study Buddy offers done-for-you case studies from start to finish. Get sales assets that attract leads, build trust, and close deals.

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