**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11958&utm_source=template-word&utm_medium=content&utm_campaign=Case+Study+Storyboard+Template+for+Microsoft+Word-word-11958&lpa=Case+Study+Storyboard+Template+for+Microsoft+Word+word+11958)CASE STUDY STORYBOARD TEMPLATE   
for Microsoft Word**

This storyboard template allows you to create and present a visually engaging and narrative-based marketing case study that highlights each key phase with storytelling components.

INTRODUCTION SCENE



Set the scene with an introduction to your company, highlighting its unique value proposition and target market. Use illustrations to visually represent your brand and its positioning in the market.

Insert your own image or illustration.

CHALLENGE SCENE

Illustrate the primary marketing challenge or opportunity your company experienced. Examples include entering a new market, launching a product, or addressing a competitive threat. Use visuals to emphasize the magnitude or complexity of the challenge.



Insert your own image or illustration.

STRATEGY SCENE

Depict the marketing strategy you adopted to tackle the challenge. Include such tactics as campaign visuals, target audience personas, or key messaging. Highlight the creativity and thought processes behind the strategy.



Insert your own image or illustration.

IMPLEMENTATION SCENE

Show how the strategy was brought to life. Do this by including scenes portraying marketing campaigns in action, team collaborations, or customer interactions. Focus on the execution and deployment of your marketing tactics.



Insert your own image or illustration.

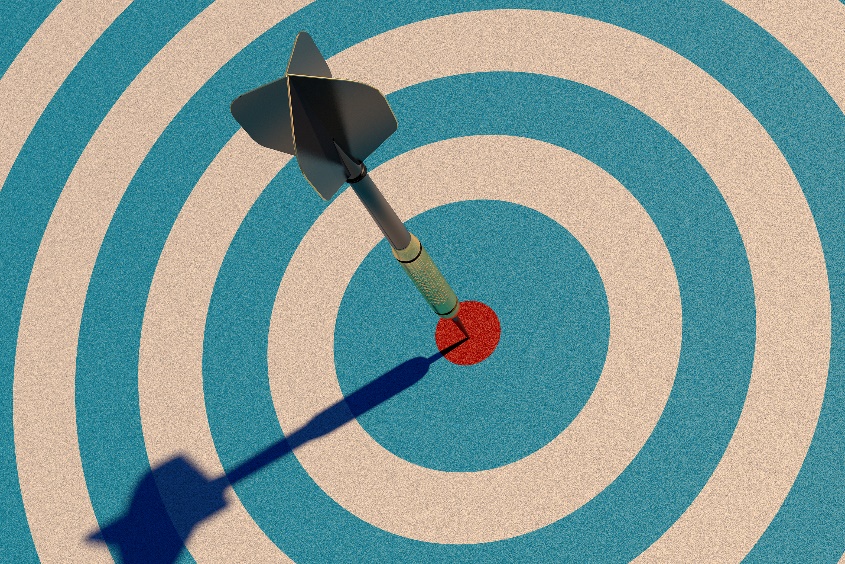
RESULTS SCENE



Present the outcomes of your marketing efforts. Use graphical illustrations to show increased sales, improved brand recognition, or other key metrics. This is where you demonstrate the impact of your marketing strategy.

Insert your own image or illustration.

CONCLUSION SCENE



Conclude with a summary of the case study. Reinforce the success of the marketing strategy and its learnings. Use a compelling visual that encapsulates the overall success story.

Insert your own image or illustration.

CALL-TO-ACTION SCENE

End with a clear call to action. This CTA could take the form of an invitation for the audience to learn more about your company, engage with your content, or consider your services. Use an arresting visual that prompts action.



Insert your own image or illustration.

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