

Social Media / LinkedIn Content

Turn customer success stories into LinkedIn posts with problem, solution, and measurable results.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Social Proof, Case Studies, Credibility Building

Updated: May 2026

Why This Prompt Exists

Most case study posts are just testimonials — “Great product!” — with no proof.

You get:

- vague praise with no numbers (unconvincing)
- no problem statement (unrelatable)
- no solution explanation (how did you help?)
- no measurable results (no proof)
- posts that feel like bragging, not teaching

But a case study post is not a quote.

It is a transformation story with evidence.

- Problem: what they struggled with (specific)
- Solution: what you did (specific)
- Result: measurable outcome (numbers)
- Takeaway: lesson for readers

Without structure, case studies don't convince.

This framework forces AI to write case study posts that build credibility.

The Prompt

Assume the role of a case study writer who turns customer success into social proof.

Your task is to write a case study post.

Generate:

1. HOOK (1-2 sentences)
 - Relatable problem statement
2. THE PROBLEM (1-2 paragraphs)
 - Specific challenge they faced
 - Impact of the problem (time, money, stress)
3. THE SOLUTION (1-2 paragraphs)
 - What you did (specific actions)
 - Not a feature list
4. THE RESULT (1-2 paragraphs)
 - Measurable outcome (numbers preferred)
 - Timeframe
5. THE TAKEAWAY (1 paragraph)
 - Lesson for readers
6. CTA (1 sentence)
 - Ask for engagement or DM for help

7. HASHTAGS (3-5)

INPUTS:

Client/Customer (anonymized):

[DESCRIBE]

Problem They Faced:

[WHAT WAS THE CHALLENGE?]

Solution You Provided:

[WHAT DID YOU DO?]

Result (with numbers if possible):

[E.G., "Increased revenue by 40% in 3 months"]

Timeframe:

[WEEKS OR MONTHS]

Target Audience:

[WHO SHOULD READ THIS?]

RULES:

- Problem must be specific (not "they were struggling")
- Solution must be specific actions (not "we helped them")
- Result must include numbers (or specific before/after)
- Takeaway must be actionable for readers
- CTA should invite engagement or questions
- Anonymize client if needed (use role or industry)

How To Use It

- The problem must be specific — not “they were struggling” but “they were losing 10 hours/week to manual tasks.”
- The solution must be specific actions — not “we helped them” but “we implemented an automated reporting system.”
- The result must include numbers — “increased revenue by 40%” not “they were happy.”
- The takeaway must be actionable for readers — not just “hire us.”
- Anonymize the client if needed (use role or industry instead of name).

Example Input

Client/Customer: Freelance graphic designer (anonymized)

Problem They Faced: Wasting 5+ hours/week on manual CRM data entry, missing follow-ups, inconsistent client communication

Solution You Provided: Implemented CRM automation templates, set up automated follow-up sequences, trained team on new system

Result: Saved 4 hours/week per team member, increased client response time from 24 hours to 2 hours

Timeframe: 2 WEEKS

Target Audience: Freelancers and small agencies

Why It Works

Most case study posts lack proof.

This framework improves outcomes by forcing:

- specific problem (relatability)
- specific solution (credibility)
- measurable result (proof)
- actionable takeaway (value)
- engagement CTA (conversation)

Great case study posts don't brag — they show proof and teach lessons.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI social media tools, LinkedIn frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Thought Leadership Post](#)