

Case study creations

Case study definition

A case study is a written account of a real customer's experience with your business. They describe the customer's success thanks to your product or service. They typically include the problem the customer was facing before they used your product or service, and how you helped overcome that problem.

What is a Case Study?

If you're ready to learn more about case studies, chances are you have some involvement in **B2B marketing** – meaning your company sells a product or service to other businesses. In a time where scepticism and demands for buyers' attention are at an all-time high, case studies are crucial parts of an effective business-to-business (B2B) marketing strategy.

Who Uses Case Studies?

Let's start by recapping the basics. A case study is used by businesses to help sell products or services to another business. They're created by the marketing team, but the sales team is often involved in the process of choosing the customers that are featured.

Companies may have a different process for the creation of their case studies, but it is important sales and **marketing** always collaborate. Marketers create the case study, and working with sales helps ensure the case study will do what it's meant to – get more customers!

Think about your typical B2B website. The language you find there is broad by necessity. That's because it must reach an entire pool of potential customers. Business case studies “zoom in” on what specific prospects might be looking for. This could include highlighting a specific product or feature, and also the results it can bring your future customers.

By examining a real-life example, potential customers get to see proven results. This brings credibility to your marketing materials – your product does what it says it will.

Examples of how to use case studies

Case studies are proven marketing strategies in a wide variety of B2B industries. Here are just a few examples of businesses using them well:

Finance and accounting case study example

Accounting equals money: something that matters (and matters a LOT!) to every company. There's also that pesky business of making sure your company meets government regulations when filing taxes.

Thomson Reuters provides a wide range of business solutions, including tax and accounting technology and expertise. This [case study example](#) illustrates the benefits The Cheesecake Factory experienced using Thomson Reuters' product One source, a tax technology helping businesses stay compliant. (It helps businesses do what the government says they have to!)

Examples of marketing and advertising agency case studies

It's easy for agencies to make bold claims about getting customers more leads, engagement, and customers. But businesses are understandably sceptical. Case studies prove that they can deliver the results they promise, making it more likely businesses will give them a chance.

Australian advertising agency Smart combines beautiful imagery with measurable results in its case study for the [Whitsunday Apartments](#) on Hamilton Island. In addition to examples of the agency's work, the stats speak for themselves. Who can argue with an increased revenue of 49.9 percent?!

