

# Long-form customer case studies centred on customer voice deliver swift value for Your Marketing Department clients, and fresh insight for their strategic marketing team

## Client: Your Marketing Department

Independent strategic agency Your Marketing Department has discovered the power of investing in editorial case studies to fuel marketing for clients – so much that it commissioned its own stories.



**As a strategy led marketing specialist, Your Marketing Department offers grown-up marketing to small businesses that are ready to scale. Founder Sophie Davies only ever recommends a course of action to her clients when there is a concrete strategic advantage. She has discovered one in working with the Case Study Studio.**

Sophie knew the importance of case studies but felt that they were always written by the company for the company. As soon as she saw the work of the Case Study Studio at Remedy Marketing, she recognised an opportunity. These case studies capture rich detail and insights told by the customer in their voice, weaving them into a strong editorial story. Sophie realised they could not just be invaluable as marketing assets, but could also inform marketing strategy.

*"So many case studies out there are written only from a business's own point of view," Sophie explained. "Too often case studies simply stroke a company's own ego. It's the standard problem, solution & outcome written by the company to make them look good for marketing. The Case Study Studio approach is brilliant. It is often one of the first things we commission when we start working with a client."*

Sophie has commissioned 15 case studies for four clients. She is currently using the service to create three case studies to showcase Your Marketing Department's results and strong relationships with its own clients.

The Case Study Studio approach is brilliant. It is often one of the first things we commission when we start working with a client.



**Sophie Davies,**  
Founder, Your Marketing Department

## Glimpses into the customer mind

In working with Case Study Studio, Your Marketing Department has unlocked new value for clients. While most case studies are designed to help prospects understand the benefits of working with a company, these go further. They contain such rich insight into what the customer is thinking that they have the potential to influence the work Sophie and her team do for Your Marketing Department clients.

Sophie told us, *"Case studies are certainly a way to generate content, fast. But these case studies do more than that. They help corroborate our strategy, strengthening and enhancing it."*

Sophie has recognised that so much value is elicited from interviewees that these case studies can shine a fresh light on the customer's thinking. This has the potential to inform their marketing strategy and messaging.

She said, *"A business owner often thinks they know everything about what's going on in their customer's head, when really they don't. Case Study Studio's way of interviewing the client's customer and presenting their views gives me the genuine customer voice. That enables me to hone down what is really important for the customer, so I can help my clients talk to the real problems and get better results from their marketing."*

Case studies are certainly a way to generate content, fast. But these case studies do more than that. They help corroborate our strategy, strengthening and enhancing it.

Case Study Studio's way of interviewing the client's customer and presenting their views gives me the genuine customer voice.



## More than just content

The customer stories that Case Study Studio generates are not designed as single-use content items, destined to sit gathering dust on a website. It delivers case studies that are capable of being used in many more ways and can provide supporting assets to help with that.

For several Your Marketing Department clients it has provided bundles of ready-to-use publishing and social assets including PDF layouts, blog posts and promotional social images. For others, the Your Marketing Department design team has integrated the case studies into other brand marketing activities.

"A detailed case study is powerful social proof and Case Study Studio can deliver help to maximise that," Sophie said. "For a strategy-led agency a set of case studies like this gives so much content and so many extra hooks. It's something that my team can use to create other content and stories – they no longer need to scabble for content."

Case Study Studio provided training to help the wider Your Marketing Department team understand how they could make the most of the stories and quotes giving her a deeper return on the content investments. Sophie recalled, "the training around case study use inspired my team. It provided a 'Eureka moment' as the team realised that they could use the case studies more widely than they assumed, and even bring together material from two or more case studies to make a really impactful new story."

## Trusted with relationships

As an agency, it's important that Sophie chooses partners who she can trust will look after both her clients and their key customer relationships. She has no qualms here: "Sue Rizzello and her team put my clients at their ease; even my most sceptical and nervous clients have quickly become comfortable and have all been very happy with the results."

This opens up the potential for future collaboration with the wider Remedy brand, noted Sophie: "since the client is already familiar with Case Study Studio and the quality of its work, it's easy for Sue to step in and provide additional content, such as Thought Leadership, when we need something extra."

Even my most sceptical and nervous clients have quickly become comfortable and have all been very happy with the results.



## Strong and swift value

Your Marketing Department clients have seen strong benefits from the case studies. The ready-to-use assets allows clients to get value immediately, while their agency team integrates them into marketing plans and campaigns.

Using Case Study Studio has led to quantifiable and direct results for Your Marketing Department, too, Sophie confirmed: "The case studies Sue created for us became the convincer for a client who was considering

The case studies Sue created for us became the convincer for a client who was considering abandoning their marketing entirely.

*abandoning their marketing entirely. On the strength of these case studies, they were completely won over and became a retained £2k per month client."*

## Strong and complementary partnership

Having worked together on many case studies across multiple clients. With further case studies underway, the relationship is one that Sophie looks forward to continuing.

*She said, "working with Remedy makes an ideal partnership for Your Marketing Department. Sue's strategic approach complements my own – she brings strengths that I don't have within my own team so I can enhance the offering for our clients. Sue's services become an extra string to my bow as a marketing agency – it's so worthwhile to clients and my business."*

Sophie also plans to take advantage of other Remedy Marketing services, stating, *"I have complete faith in Sue's abilities. In the future, she will also be creating thought leadership pieces for me. Sue has become a trusted partner, and through her work on case studies she instils that trust for the client too."*

Sue's services  
become an extra  
string to my bow as a  
marketing agency.



CASE STUDY   
studio

[remedymarketing.co.uk](https://remedymarketing.co.uk)