

Case Study Studio Tracks

Turn case study production into an ongoing, managed process instead of another job for your B2B marketing team



Case Study Studio Tracks gives B2B business services and technology providers a dedicated team to manage case study production from customer introduction through interview, writing, feedback and approval. You choose editorial only or editorial plus video short, delivered through one ongoing subscription.

20+ years of B2B case studies

150+ customer interviews held

100+ case studies delivered

Purpose

- Give case study production a dedicated owner instead of leaving it as somebody's fifth priority.
- Build a steady flow of customer proof that sales can use across different markets, verticals and use cases.
- Take the scheduling, interviewing, writing, chasing and approvals off your marketing team.
- Keep the programme moving even when an individual story stalls waiting on input.
- Create proof as a business asset rather than a one-off piece of content.



Remedy puts flesh on the bones of what we offer. It makes it all relatable and relevant in a way that a product sheet simply can't. Prospects see themselves in the story, and that's when the conversation changes.

Helen Poole, MD, 4Pack

What you get

- A dedicated case study manager, backed by specialist interviewers, writers, designers and video editors.
- First-person customer interviews that capture a first-hand account rather than an assembled one.
- Editorial case studies built to a clear standard for credibility, persuasion and usability.
- Branded PDFs, social posts and remote video shorts, depending on your chosen plan.
- Full ownership of everything we produce, to use however you like.
- One briefing at the start rather than a fresh brief for every new freelancer.

Choose your track

Every plan runs on the same managed process, and the difference is what you get alongside each finished story.

No Frills Editorial

Each case study delivered as pure editorial, with texts of up to 1,500 words.

No Frills Editorial + Video

Editorial plus remote branded video short captures taken during the same interview.

Business Editorial

Editorial with an accompanying brand designed PDF and social posts, giving you ready-to-use assets to market your story.

Business Editorial + Video

Editorial plus remote video captures, branded PDF and social posts.

How it works

- 1 Deep dive briefing.** We learn your business, messaging, case study priorities and how customers become candidates, and we meet the people in your team we will need to work with.
- 2 Active case study management.** You make the introduction to your first case study customer contact, then we handle scheduling, interviews, writing, feedback and approvals, and produce the finished assets in editorial, design and video where these apply.
- 3 Steady programme flow.** We keep the programme moving and delivering, progressing the next ready story whenever one is waiting on input.



We compared Remedy's work to other case studies we'd seen on websites and LinkedIn. Many were bland and anonymous – their approach is different. They interview people properly, there's a clear method, and the result is a much more rounded, higher-quality product.

Simon Chan and Vinay Kabra, Technology Business Partners



I've recommended Remedy to several contacts and clients. I wouldn't use anyone else for case studies.

Paul Kingsley-Smith, Commercial Director

How it works in practice

Tracks is a managed service rather than a fixed quantity of deliverables. Push as many case studies into the pipeline as you want, and the more candidates you bring forward the more value you get from the subscription. We work through them sequentially in the priority order that you control, spending up to two hours on any one day on your programme, and we only ever work on one case study at a time. If a story pauses while we wait for feedback or approval, we move on to keep the next priority story moving. Your output is effectively unlimited as long as candidates keep being presented, although subject to **reasonable use** and limited to two hours per day at any point.

Your own team's time commitment is small, because we carry the process for you. There is one deep dive session at the start, then a short briefing to kick off each new story, with you making the introduction and approving the finished piece. Where customers are hesitant we provide templated messages to reach out, explain and de-risk the request, and where a customer cannot be named we can still build a real, anonymised story.

You will be working with an experienced UK-based team working UK business hours, including a case study account manager and copywriter, plus a graphic designer and video editor where your plan includes supporting assets.

The commitment

Tracks runs on a **quarterly subscription**, billed quarterly in advance, with a **three-month minimum term** that then continues on rolling quarterly terms. You can change or end the service with **30 days notice** before the end of the current term. If candidate supply dries up you can **suspend for up to one month** with no penalty, once in any six-month period, with your term and next billing date both shifting forward by one month.

You own everything we produce on your behalf and, once approved, it is yours to use however you like across your website, sales, marketing and social.

Prices: POA dependent on plan and scope

Who it is for

- Marketing leaders at established B2B technology, SaaS, business services and professional services companies.
- Sales teams that regularly need relevant customer proof for different markets and use cases.
- Businesses with happy customers who can be brought forward as candidates.
- Teams where case studies happen inconsistently because nobody has time to manage the process.

It is not the right fit for B2C businesses, early-stage companies without an established customer base, or anyone looking for a low-cost copywriter or AI-generated customer content.

Other ways in

If an ongoing programme is not the right shape, we also offer project-based editorial case studies bought one by one or in blocks, custom films as a standalone on-site video service, and the Case Study Momentum Workshop to identify your best candidates and agree your priorities first.

**Give case study production
a dedicated owner**

020 3865 6420

remedymarketing.co.uk/B2BCaseStudyStudio

Book a call