



**CreativeWorks**  
MARKETING

Trusted Process. Proven Results.

# **How Your Business Can Use A Case Study To Attract More Targeted Leads**





# The Value of Case Studies

Showcasing your company's success stories is a great way to help prospects better understand your business' unique value through a thoroughly researched and unbiased perspective. They are a trusted method of examining a problem that a business is experiencing, and proposing an integrated solution that is based on the best possible results for a particular industry. Are your success stories showcasing your unique expertise and capturing your prospects' attention?

The CreativeWorks Marketing experts are pleased to help you with your marketing needs, including the creation of accurate, thoroughly researched, case studies that will help your business attain better, more qualified leads within your industry. Here's why case studies can benefit your business by demonstrating your unique value and furthering your brand messaging.

## How is an Effective Case Study Constructed?

An impactful case study consists of:

1. A specific business issue
2. A customized solution
3. The desired results attained

Once the necessary research is completed, the case study is constructed in an eye-catching presentation that accurately displays all of the relevant information pertaining to your business' proposed solution.



# How Do You Prove Your Company's Value?



The overall goal of a case study is to address a specific issue your target audience experiences, and how your unique business can help them achieve an optimal solution. This demonstrates the innovative capabilities your business possesses, and offers a convincing argument in favour of your product or service, above your competitors.

For example, if you are a home renovation company, a case study may showcase a particular renovation, your business' specific, integrated solution to any challenges, and the results attained through your innovative methodology. This is the basis for your success story, and it will help future prospects gain insight into how your renovation service is more valuable than your competitors'.

Once your target is aware of your value proposition, they are more likely to engage with your business. In turn, case studies can further your brand messaging, providing profitable opportunities that may not have been available to you, had your business relied solely on traditional marketing means.

# How Do You Attain Your Qualified Leads?

After creating a case study, you'll need an easily accessible space for your audience to find it. A targeted landing page with an additional description should be placed in a prominent position of your website, allowing qualified leads easy access to your research, contact, and company information. A contact form that prospective clients must fill out before they can gain access to the full case study should also be in place.

In addition to the case study itself, a compelling marketing strategy must be constructed to promote the completed case study. This consists of Google ads and social media promotion that is targeted towards qualified leads looking for your specific product or service.





# Are You Creating Brand Awareness?

A case study is the perfect method for demonstrating your unique value proposition to your targeted audience, furthering your brand and getting your marketing message out to the right people. This ultimately results in more qualified leads going into your pipeline and greater profitability for your business.

If you feel as though you need to jumpstart your marketing, extend your reach, and heighten your brand awareness, we can help!



# CreativeWorks Marketing: Your Strategic Partner

CreativeWorks Marketing is an award-winning agency that helps businesses understand their unique strengths and achieve their marketing goals. Our proven strategies maximize impact, reach, and effectiveness.

If your marketing efforts aren't delivering the results you expect, contact us via email, text, or call. You'll be glad you did.

## Contact Us

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