

How to Design Strong Case Studies

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By ADMIN

Reflection is hip right now. Personal and professional mindfulness trends hype the benefits of contemplating and celebrating. For some, the act of reflection might mean meditation or journaling. For marketers, reflection often means building a case study.

The goal of case studies may be to attract new customers, present a new idea or promote yourself to a potential employer. Whatever the purpose, these structured reflections can have major implications. For example, Marketing Charts found that case studies help convert the most leads for B2B companies.

But where to begin a case study can seem overwhelming and what works for one won't work for all. Sometimes, the best-designed refl

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