

# Case Study Ideas

[Case study](#) ideas, especially case study designs and report format, can run out. A case study is a form of professional research that requires a creative and innovative layout and appearance, which is why we prepared some ideas and examples for you.



## Case Study Ideas and Examples

Here on our website, we have multiple ideas and examples for your case study that you might find interesting. The following are samples of templates you can use for your project.

## Marketing Case Study Ideas and Examples

A [marketing case study](#) talks about the campaign, economics, and business architecture. We have presentation ideas and examples, ensuring your research paper demonstrates your topic. Check out the example below, it's perfect for creating and presenting research data on your content marketing strategies.

7739 S. Cedarwood Lane, Grand Prairie, TX 75050  
fernandco@email.com  
222 555 7777



## CONTENT MARKETING CASE STUDY

### Executive Summary

Fern & Co. is an online subscription box that provides its customers with various pop-culture trinkets, toys, and apparel. The monthly subscription only costs \$22, while the contents of a typical box are valued at \$65. Because the subscription is gaining traction among younger generations whose active online, the brand is seeking a way to reach more customers online.

### The Case Study

To amplify visibility as subscription boxes became a more competitive market, Fern & Co. partnered with AdLib Inc. This case study analyses the results of the partnership and how it contributes to Fern & Co.'s growth and continued success.

### Approach

Fern & Co. tailored traditional storytelling techniques to their content and even created "chapters" to reach more online audiences and offer products for consideration. Each chapter is targeted to specific audiences and suggests that there were more to this overall story, which is created to match the brand's existing voice. It captures Fern & Co.'s content marketing strategy essence.

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## Ideas for Business Case Study Examples

We have ideas and examples, and recommendations you can use for your [business case study](#). We assure you that it is professional and suitable for your topic. The example below looks neat and presentable, this might be what you need.



Dalton Tech

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daltontech@email.com  
222 555 7777

## SAAS BUSINESS CASE STUDY

### Executive Summary

Dalton Tech is a leader in restaurant POS systems, utilizing paid marketing primarily focused on the bottom of the funnel Facebook Ads. This channel is the place their target audience spent the most time. Eventually, they reach a flat line in traffic and conversions through Facebook, and they are getting fewer leads needed considering their ad spend.

### The Case Study

The main purpose of this case study is to determine solutions for plateau traffic and conversions and decreased leads the company landed on despite paid ads.

### Challenges

1. Determining the reasons why traffic and conversions are low
2. Shifting from the company's Facebook Ad strategy to an improved solution that generates leads within a short span of time

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## Social Media Case Study Designing Ideas and Examples

We prepared ready-made [social media case study](#) templates you can download. Of course, you can edit them according to your preferences. Get this example and start creating a case study for your social media research findings.

685 Hartford Road, Livingston, TX 77351  
dolcebaroque@email.com  
222 555 7777



## SOCIAL MEDIA CASE STUDY

### Executive Summary

Dolce Baroque is a California-base company, a pioneer in the field of communication. Started their venture in the late 1990s, the brand cemented its presence in various industries like electronics, entertainment, cable, etc. Since then, the company has grabbed its unique space as a market leader.

### The Case Study

The purpose of this case study is to help Dolce Baroque increase its brand awareness and improve the brand's overall online presence by organizing an online event that will identify brand ambassadors who will represent the brand in positive conversations.

### Challenges

1. Lack of brand ambassadors who represent the company in various positive conversations
2. No initiative in place to begin looking for brand ambassadors of Dolce Baroque

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# Nursing Case Study Ideas and Examples

We have [nursing case study](#) ideas and examples for your psychology, science, and biology project. These templates contain an executive summary and other critical case study elements. Medical-surgical nurses, oncology nurses, nurse anesthetists, or even nursing students, any nurse can use the example below.

# NURSING CASE STUDY

## Executive Summary

Cardiovascular disease is the leading cause of death in the US. Coronary artery disease is the most common of all diseases of the cardiovascular system. Mary Kennedy, a 64-year-old woman, has family members who suffered from cardiovascular diseases, including her parents, siblings, and uncles. This makes Mary susceptible to similar diseases.

## The Case Study

The aim of this case study is to help the patient identify potential cardiovascular diseases and how to address them through various medical treatments, changes in lifestyle, and other prevention methods.

### Challenges

The patient leads a sedentary lifestyle  
The patient's diet is moderately high in fat and sugar

Highlights the disease assessment points:



# NURSING CASE STUDY

## Executive Summary

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## Challenges

1. The patient leads a sedentary lifestyle
2. The patient's diet is moderately high in fat and sugar

## Results

Below is a table that highlights the disease assessment points:





## Ideas for Medical Case Study Examples

We have [medical case study](#) templates with various ideas and examples. You can edit and download them to boost your productivity speed. To all medical professionals and students, feel free to check out this example.

8279 Broad St., Stafford, TX 77477  
kennedyhospital@email.com  
222 555 7777



Kennedy Hospital

## MEDICAL CASE STUDY

### Executive Summary

Maintaining operational excellence is always a challenge because alongside success is customer volume. To even the best Emergency Department (ED), rising volumes are a challenge. ED renovations don't even guarantee operational efficiency. Innovation, foresight, and experience are the only things that can strengthen optimize ED flow pattern.

### The Case Study

This case study aims to aid Kennedy Hospital to continue to bring strategies and operational tactics needed and achieve excellence in emergency care and operations.

### Challenges

1. Finding an outpatient clinic space to cater to patient needs during the expansion of the hospital's ED
2. Providing treatment and medications to patients that need immediate medical care because some equipment is not easily accessible

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## Customer Case Study Ideas and Examples

The [customer case study](#) requires a transparent and organized page and contents. With a clean and professional layout, you can easily highlight your content. Here, we prepared lucid customer case study templates you download easily.



Anderson Inc.

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andersoninc@email.com

222 555 7777

## CUSTOMER CASE STUDY

### Executive Summary

As a business, meeting customer expectations is very crucial in staying on top of the competition. That is why it is important to understand customer behavior when it comes to what factors influence their buying decisions and how a company can achieve loyal patronage. To do this, it is critical to look closely at the products and services a company offers and assess how customers respond to them

### The Case Study

The aim of this study is to determine the factors affecting customer satisfaction by assessing the factors influencing their buying decisions. The analysis includes what aspects of products and services dictate positive or negative consumer responses.

### Challenges

1. Collecting data from various customers of different products and services offered by different companies
2. Developing a data-gathering method that collects customer information needed for the study

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## Real Estate Case Study Ideas and Examples

Real estate has a complex business system that requires research. A [real estate case study](#) is crucial since it delivers deeper data allowing real estate agencies to obtain complete information and generate improved business plans. This research paper provides past, current, and possible business activities.



Jane Properties

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## REAL ESTATE CASE STUDY

### Executive Summary

Jane Properties is a real estate company that specializes in Digital Real Estate Management with its main business line consisting of purchasing domain names, increasing their value and then sell them at a higher price. The main challenge of the company is the domain valuation procedure because it is costly, time-consuming, and error-prone.

### The Case Study

The goal of this case study is to automate the domain valuation process, decrease expenditure on manual pricing of domain names, and identify low costs domains.

### Challenges

1. Reviewing and analyzing a database of billions of domain names and their characteristics
2. Developing a model that would help produce an estimated value of the domains and categorize them according to their value and price

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## Management Case Study Ideas and Examples

Management tasks and employees can be challenging, especially without a plan. A [management case study](#) helps you break down and develop effective plans to enhance management. You can search for ideas and examples for your case study format to ensure quality.



Cindy Inc.

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222 555 7777

## REPUTATION MANAGEMENT CASE STUDY

### Executive Summary

Customer-oriented businesses with an online presence should on top of what customers say about their business. A reputation can help a business to acquire new customers. Whoever might be the target audience of the business, reputation management forms an important part.

### The Case Study

This case study is created to get in-depth knowledge about the importance of reputation management. It also includes better understanding of the reasons businesses should take its reputation management seriously.

### Challenges

1. Measuring the success of reputation management
2. Developing sophisticated strategies for reputation management

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## Healthcare Case Study Ideas and Examples

Healthcare processes and information have a deeper history you need to know. A [healthcare case study](#) enables you to gain chasmic data regarding medical history. With this method, you can generally enhance and updated analysis, which will help the medical industry big time.



Glory Clinic

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## HEALTHCARE INFORMATION SYSTEM STUDY

### Executive Summary

A well-functioning healthcare information system is essential to collect and generate quality data to be utilized by relevant stakeholders for planning, review, program, monitoring, and overall assurance and improvement of all aspects of the health system.

### The Case Study

The aim of this study is to identify the benefits of developing a healthcare information system in data generation, compilation, analysis and synthesis, and communication.

### Challenges

1. Ensuring the security of personal health data transmitted electronically
2. Gathering data from previous beneficiaries of a healthcare information system which is necessary for its development

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## Consulting Case Study Ideas and Examples

[Consulting case study](#) is a deeper research paper focusing on consultation, whether psychological, business, medical, education, etc. The case study allows you to collect massive scoops of intelligence to provide a more reliable and upgraded consultation service. You can also assist younglings to amplify knowledge regarding consultations.



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## HR CONSULTING CASE STUDY

### Executive Summary

The company is a fast-growing information technology company that currently employs 20 people. They will aggressively grow their business over the next year and gross revenue will double as will their employee headcount. The owner started to be frustrated with spending too much time dealing with employee issues more than growing the business.

### The Case Study

The main goal of this study is to help the owner address employment problems by providing professional HR solutions. The analysis also includes identifying relevant HR services the company needs to streamline its operations and support rapid growth over time.

### Challenges

1. Complaints reported by employees in line with too much workload
2. Low staff morale and quitting of tenured employees, resulting in loss of human capital

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# **Case Study Ideas FAQs**

## **How do you write a case study?**

You begin by selecting a topic for your case study, such as the environment, life answers, psychological studying, etc., and implement deep research and logical writing.

## **What is a case study analysis?**

A case study analysis consists of the case problem, evaluation, and solutions.

## **What should be included in a case study?**

A case study must have an executive summary, good writing, an introduction, reliable answers, analysis, and references.

## **What are the key elements of a case study?**

Generate a good story goal, involves interesting individuals, use high graphics for digital documentation or PowerPoint, and make the learners absorbed in your topic.

## **What are the limitations of case studies?**

There is no official limitation regarding case studies since it focuses on providing abundant data to the readers to satisfy their questions.

## **Why are case studies important in business?**

Business case studies are important since businesses have a complex system, including SEO business, that requires studying and deep research.

## **What are good questions for a case study?**

Good questions in case studies start with what, why, and how.

## **What are the steps in the case study?**

Included case study steps are determining your topic, planning your research, implementing your plan, building corner ideas, evaluating collected data, and writing your conclusion.

## **What are the pros and cons of case studies?**

The case study's pros are that it provides massive data, improving and enhancing current knowledge, while the cons are that it might be complicated for younger students to grasp.

## **What are the key facts of the case study?**

Key facts are elements that drive readers to be absorbed and see your case study as reliable and legit.

## **What are the criteria for a case study?**

The criteria in a case study are used to assess its legitimacy, creativity, and clarity.

## **What are the four types of case studies?**

The four known types of case studies are illustrative case studies, explanatory case studies, cumulative case studies, and critical instance case studies.

## **What are the main characteristics of case study research?**

The major characteristics of a case study research should include sample sizes, the goal and core problem of the topic, quality and quantity, a sufficiently broad time cycle, and continuity in nature.

## **How do you start a case study essay?**

Introduce the main intent of the case study and briefly outline the overall problem; write a brief description of the case, generate analysis, highlight critical factors, and give a conclusion with an explanation of the cause and effect of the target specimen.