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CASE STUDY

How Tiller Digital helped Case Study Buddy grow their revenue by 233%.

And sign their first fortune 100 client.

Tiller definitely contributed to our recent success. The work they did on our logo and website gave us credibility and legitimacy with a whole new tier of audience.



Joel Klettke
Founder, Case Study Buddy



Case Study Buddy is the only specialized team dedicated entirely to creating case studies. Their writers, designers, videographers, and sales veterans are all experts at turning success stories into sales.

Highlights

THE CHALLENGE

- Articulating a new design direction that would appeal to higher tier clients
- Reimagining logo to communicate professionalism & approachable personality
- Redesigning website with all new visual branding

THE SOLUTION

- Collaborative & iterative approach to visual branding
- New logo & website design
- Ongoing website support

THE RESULT

- 233%+ growth in revenue post-launch
- An average of \$20k/month in revenue ongoing
- Signed a Fortune 100 company

THE CHALLENGE

Rebranding to attract enterprise-level clients

When Joel Klettke first launched Case Study Buddy, he took a quick and dirty approach to get his new business off the ground—and it served him well for the first few years.

But when it was time to transition Case Study Buddy from “profitable side project” to “legitimate company,” Joel knew his business needed better positioning and a brand overhaul.

“Our previous branding and website had gotten us started but it wasn’t polished or professional enough for where Case Study Buddy was going,” Joel says.

Joel had his sights set on high-end clients, such as Fortune 100 companies. But to attract them, he needed two things:

1. Better visual branding, including a logo redesign, to instantly connect with Case Study Buddy’s target audience and communicate the company’s expertise.

“Feedback told me that our product was good and our process was good, but our branding was letting us down. We needed a look and feel that instilled trust so major clients didn’t lump us in with amateurs and freelancers,” Joel says.

2. A website redesign that would reflect Case Study Buddy’s premium and professional brand without sacrificing their fun and approachable personality.

“After our rebrand, we would need a site that looked and felt every bit as professional as our branding did. It needed to be more robust, grow and scale with us, and make it easier to showcase our work,” Joel elaborates.

But while Joel knew Case Study Buddy needed rebranding, he didn’t know the best way forward.

“We knew our goals. We knew the audience we wanted to attract. But we didn’t know exactly how to get there and we struggled to articulate what we wanted out of our visual assets,” he says.

He thought about rolling the dice with a freelancer, but this rebrand was too important. It needed to be done right, the first time.

“We wanted to work with an agency—someone who could take the creative reins but also own and lead the process in a way that most freelancers can’t,” he says.

So Joel reached out to Tiller Digital.

“When you’re small and growing, it’s tough to let the purse strings go. But Tiller was the natural choice. I trusted their team and their process, and I knew they’d deliver a great end product,” he says.

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THE SOLUTION

Iterative brand building discovery process

Tiller starts every new project by getting to know the client, defining their project, and setting actionable goals. With Joel, that included helping him articulate what his company needed from its rebrand.

“We came in with a loose mission: we needed to look better, appeal to an enterprise market, create something with staying power, et cetera. So we had criteria, but we didn’t have a vision,” Joel explains. “Fortunately, that’s what Tiller excels at—taking an abstract idea and giving it shape. They’re problem-solvers.”

It wasn’t all smooth sailing. Finding the perfect brand voice takes time. But Tiller remained agile and responsive to Joel’s feedback and worked tirelessly to develop a unique visual design that would appeal to higher tier clients.

“No project will go smooth 100% of the time. But Tiller has the patience, the process, and the people to help you navigate unexpected challenges. That’s the hallmark of a great partner,” Joel says.

Redesigned logo & website

With their iterative approach, Tiller helped Joel narrow his focus. Eventually, they landed on the perfect logo.

“We realized that we needed a personified element. We’re Case Study Buddy—so we needed a ‘buddy’ in our logo. Then everything clicked into place. Tiller nailed it,” Joel says.

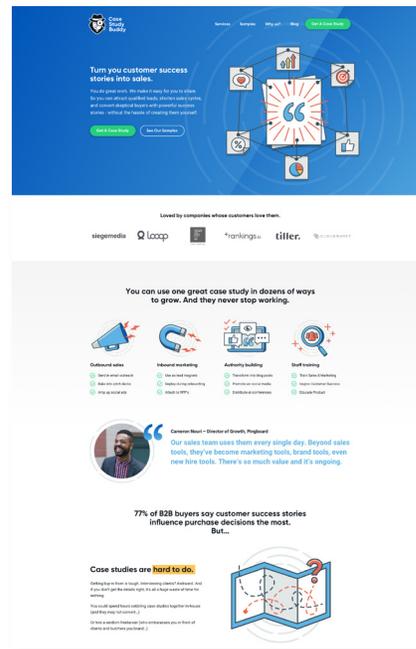


After that, the website was easy. Tiller normally handles everything for their clients—copywriting, design, and deployment. But Joel, being a copywriter by trade, wanted to write his own website. So Tiller collaborated with him over the wireframe and brought his words to life: designing, building, testing, launching, and reviewing each page.

“Because Tiller knows how to collaborate across a wireframe, we got an end product that doesn’t feel cluttered or claustrophobic. They knew how to make sure each section had appropriate white space and visuals that supported the copy,” Joel explains.



BEFORE



AFTER

A cohesive top-to-bottom rebrand

The new logo finds the desired middle ground between fun and approachable, yet unmistakably professional.

The rebranded website pairs conversion-focused copy with engaging design. Tiller came out swinging during design, adding personal touches that balance form and function.

“Tiller had the idea to highlight certain sections of testimonials so they get an outsized amount of attention from leads. I love that,” Joel says. “Our whole business is built on the power of third-party proof, so putting those front and center was a great idea.”

Now, all of Case Study Buddy’s website elements—from typography to colour palettes to illustration styles—feel cohesive and consistent with their brand personality.

“When I saw the site with all of its elements in place, I literally fist-pumped the air. We FINALLY looked the part of a premium provider,” Joel says.

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THE RESULT

Over 233% revenue growth post-launch

Since Case Study Buddy visual rebranding, Joel has received nothing but positive feedback from clients and colleagues.

“The community at large is sitting up and paying attention to Tiller’s work. I’ve received a lot of praise the way we laid out our process and highlighted social proof; we’ve even been written up about it!” he says.

More important, Case Study Buddy has experienced a massive uptick in revenue growth. According to Joel, it’s grown by over 233%. Case Study Buddy now averages over \$20,000 per month in revenue (and growing) —a number they’d only hit once in the 2.5 years prior.

And best of all, Case Study Buddy’s been signing more high-profile clients than ever before, including their first Fortune 100 company.

“Tiller definitely contributed to our recent success. The work they did on our logo and website gave us credibility and legitimacy with a whole new tier of audience,” Joel says.

“Post-launch, both the number and quality of our referrals went up. We signed our first Fortune 100 client. We’re working with big software companies like Moz. We’re helping well-known coaches and course-builders like 30x500. We wouldn’t have these opportunities without Tiller,” he adds.

Whenever Joel has a must-win project on the line, or when one of his colleagues with a big idea needs a referral, Tiller’s top of mind.

“Tiller’s our pinch hitter. Anytime we need help on a premium asset with a lot riding on it, they’re our first choice,” he says.

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You have big ideas. We help you build them right.

Take your branding, website design, and user
experience to the next level with Tiller Digital.

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