

## How McGuire Editorial Collaborates With A Network of Higher Education Organizations to Build Faculty Engagement

With help from the McGuire Editorial team, the Every Learner Everywhere website has gone from a standing start to over 62,000 annual visits to its blog. We started working with Every Learner to build its reputation and extend its impact in March 2020 when the nonprofit network was completing its launch phase.<sup>1</sup> Their goal for content marketing was to grow the relationships it would need to sustain their work over a long-term transition to fee-based services. Every Learner had already created a valuable foundation of original research and an archive of conference presentations and webinars (i.e. marquee assets), and they also had a sizable email audience built through co-marketing partnerships.

We recommended that Every Learner build its audience by publishing a steady flow of short articles designed to both engage their email list and attract new readers. We envisioned an “industry magazine” style approach mixing storytelling with high-utility service articles in a variety of readable formats. (See examples below.) By being highly authoritative, these short articles would provide value while inviting readers to learn more about a given topic through more comprehensive Every Learner resources. Most articles would rely on original interviews with subject matter experts who were part of the network’s partner organizations.

In the discovery phase, McGuire Editorial identified unique content opportunities, outlined a content strategy and implemented an editorial calendar that approached a limited set of themes from a variety of angles and perspectives. We then set in motion our content development process — shape individual assignments, conduct original interviews and carry out all phases of drafting, revision and editing.

**Result: New readers are discovering the site, new and returning readers are engaged, and the client is extending its impact**

- 200x growth in monthly visits to the blog: *March 2020 article visits = 26; 2023 average monthly article visits = 5,169*
- Time on site is multiple times higher than an all-industries average of 00:54 and more than 50% higher than the higher ed average of 02:01: *2023 average time on article pages = 03:42*

---

<sup>1</sup> Every Learner Everywhere is a network of partner organizations that provide expertise, training, and consultation in implementing education technologies, course design, teaching practices, and support services in blended and online learning environments. Every Learner helps universities adopt learning technologies to increase success for minoritized students and low-income students. Its primary audiences are faculty, instructional designers, and academic administrators. <https://www.everylearnereverywhere.org/>

- Newsletter open and clickthrough rates exceed marketing industry averages of 25% and 5%, suggesting a highly engaged audience in support of relationship- and reputation-building goals: *2023 newsletter open rates = 31%; 2023 newsletter clickthrough rates = 9%*
- More of the higher ed community is finding and benefitting from Every Learner's marquee assets. Publications were viewed or downloaded 36,000 times and cited 500 times in 2023. Their YouTube page of archived webinars had 27,000 impressions in 2023. *Average increase in monthly downloads from 2020 to 2023 = 125%*
- Despite the client not having support for KW research or an SEO strategy, McGuire Editorial has been able to identify and successfully target highly relevant search terms. The growth in new traffic from search has kept pace with traffic from the newsletter audience and with direct traffic from network partners: *Incoming site traffic in 2023 from search = 63%*
- The network is serving more faculty. From a pilot phase with 12 institutions in 2019, Every Learner has grown to 389 institutional engagements in 2023.

## Testimonials

"Robert is the epitome of a true content expert. He has immersed himself in our organization's work to uncover the content that will best tell our story and allow our mission to be realized. Robert and his team are expert writers with an ability to maximize contributions from subject matter experts. They make the storytelling process seamless and easy and continuously produce content that is highly sought after by institutions, faculty, staff and students. We truly value Robert and his team for their role in maximizing our impact and telling our story with driven results and establishing Every Learner as a thought leader in higher education digital learning transformation." *-Emilie Cook, Manager, Digital Marketing and Communications, Every Learner Everywhere*

"Robert and his team frequently interview members of our team and our network partners for blog pieces. They are always professional and we know we can trust them to produce high quality writing and storytelling. [Robert's] thought leadership and insights on market trends in higher education were invaluable. I would highly recommend McGuire Editorial to any organization looking for support with research, writing, and storytelling." *-Patricia O'Sullivan, Manager, Content Development and Special Projects, Every Learner Everywhere*

## Example articles

### SEO wins

- [Concerned About Equity in Higher Ed? Start with the \*\*DFWI Rate\*\*](#)
- [What Are \*\*Gateway Courses\*\* and Why Do They Matter to Equity in Higher Ed?](#)

### Service articles

- [5 Practical Ways to Use Digital Tools to Increase Student Engagement](#)
- [Guiding Questions for Building a Community of Practice](#)

### Partner profiles

- [A Gateway Course Redesign That Depends On Teaching Assistants](#)
- [How Jackson State Faculty Use Reflection Activities to Improve Student Engagement](#)

### Student profiles

- [Vanderbilt Senior Explores Connection Between Equity and Education Technology](#)
- [Student Voice: Zaire McMican Is Taking a Long-term Perspective on Equity Work](#)

### Explainers

- [How Anti-Deficit Teaching in Higher Ed Builds Equity](#)
- [What Is Adaptive Learning and How Does It Work to Promote Equity In Higher Education?](#)

### Articles to promote marquee assets

- [4 Equity-Minded Digital Learning Strategy Guides](#)
- [Why An Academic Continuity Plan Is Essential for College and Universities](#)

###

McGuire Editorial has been developing authoritative content marketing specializing in higher ed, online learning and workforce development since 2013, working with edtech startups, large edtech incumbents, institutions of higher education, and trade associations and other nonprofits. We help our clients use the expertise and thought leadership embedded in their organizations to build trust with their audience and meet their goals for customer or audience growth.

Sample work is available to illustrate other formats and client categories. To discuss how we can help your organization, be in touch at [robert@mcguireeditorial.com](mailto:robert@mcguireeditorial.com). Learn more at [www.mcguireeditorial.com](http://www.mcguireeditorial.com).