

How McGuire Editorial Helped An Edtech Startup Ramp Up Content Production and Generate Leads

The Client

SchoolKeep was a modern learning management system for optimizing training operations. Customers used the SchoolKeep LMS to attract better prospects, reduce user onboarding time and increase retention. Since this engagement, SchoolKeep has taken Series A funding, renamed itself [Northpass](#) and been acquired by Gainsight, a customer success platform.

The Challenge

SchoolKeep was a growing startup in a competitive space that needed a partner to fuel their lead generation machine with high-quality written content that was in alignment with their strategy. Their small team had many marketing activities to manage, including promotion and conversion rate optimization, and it was a challenge to regularly produce B2B marketing content. Their specific goal for content was to increase traffic to and through their website to convert more customers. In addition to targeting organic search terms, they wanted to use content in promoted social media and email.

The Solution

SchoolKeep partnered with McGuire Editorial to develop and deliver on a content calendar. We started by creating a strategy brief that captured the client's goals, audience, messaging and voice. We then outlined the topics and formats that would work best with this strategy and layered SchoolKeep's keyword research over that.

Next we brought writers onto the project, developed a style guide and translated topics into individual assignments. For assets requiring interviews, we sourced those subject-matter experts, and we frequently interviewed SchoolKeep's internal experts to highlight their knowledge and unique point of view.

Over the 12-month engagement, we produced over 80 articles and 4 ebook-style lead magnets, ensuring that SchoolKeep could steadily publish and promote high quality, authoritative content designed to move readers toward the SchoolKeep sales team. As Head of Marketing Becky Krill said, "The solution you provide lets us just push go and produce. It's like we had somebody in-house to get this done for us until we built our marketing team."

Results

Increased leads = 146%

Increased traffic = 164%

“You helped bring in organic leads who wouldn’t have found us without that article. The content also helped nurture leads who came to us through other sources.” - Becky Krill, Head of Marketing

Return engagement

This was actually the second engagement between SchoolKeep and McGuire Editorial. We had worked together on a short project during their launch phase, after which SchoolKeep moved their content production to a full-service agency that was providing keyword planning, customer persona research and website optimization. SchoolKeep felt bundling content development into the same scope of work would be a smoother process.

They found however that content development wasn’t a priority for the full-service agency, and they came back to McGuire Editorial for that specialty. “While they understood the marketing tech we use,” Krill said, “we didn’t think their writing chops were as good. We had very little communication with the writers, and it didn’t feel like a collaborative process. Content felt like a weak piece of their overall offering. What it boiled down to was your team’s writing is of a higher quality.”

Takeaways

Content feeds other efforts

SchoolKeep had the most success using paid ads on social media platforms to promote the content, leading to a 737% one-year increase in leads from those channels.

Domain expertise matters

“It’s important to find someone who knows your niche,” Krill said. “You understood our audience.”

Editorial expertise matters

“The full-service agencies can’t always tell the difference between a good writer and a great writer,” Krills said. “Some of them are pretty expensive, so make sure you’re vetting.”

Your situation matters

“We were growing, so flexibility was important to us,” Krill said. “We needed to be able to say, month-to-month, ‘Let’s do fewer blog posts this month and more of the long assets instead.’”

Content is your growth engine

“Content helped us bring in leads who wouldn’t have found us without that article,” Krill said. “And the majority of the ways we nurture leads is through content. It’s the last thing you want to skimp on.”

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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, colleges and universities, 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. Learn more at www.mcguireeditorial.com.