



EDUinsights

Content Strategy

Note: This is a real content strategy that has been adapted and the business name changed.

Why does EDUinsights need a content strategy?

- The product is ready. It's time to go-to-market properly
- Grow brand awareness & credibility
- Educating your audience is an effective approach for selling in this space

EDUinsights target audience

- Superintendents
- District Data Officers
- Curriculum Directors
- Assessment Coordinators
- Technology Directors
- Principals
- Academic Coordinators
- School Data Specialists
- IT Directors

Target audience pain points

- Struggling to aggregate data across multiple schools
- Need better visibility into district-wide performance
- Difficulty making data-driven budget decisions
- Challenge in identifying at-risk students early
- Need to justify resource allocation decisions
- Time-consuming manual reporting
- Need real-time student performance data
- Difficulty tracking intervention effectiveness
- Parent communication challenges

Competitors

- Schoolytics
- BrightBytes
- Tealium

Brand personality

- Trustworthy & Reliable
- Intelligent & Insightful
- Empowering & Supportive
- Modern & Progressive

Unique selling points

- Ease of use and simplicity of the product - nice UX/UI
- Affordable monthly fee; no hidden costs
- Built by educators, especially for schools
- Easy to implement
- 24/7 support available

Proposed brand messages

- Making school data simple, accessible, and actionable.
- Affordable excellence for every school.
- Built by educators who understand your challenges.
- One platform, all your school data.

Content pillars

- Data-driven decision making for educators
- Student success & performance
- Operational efficiency
- Technology & implementation in education

Content topics

Data-driven decision making for educators

- The True Cost of Manual Data Analysis in K-12 Schools
- How to Build a Data-Informed Budget for Your School District
- 5 Ways to Justify Technology Investments to Your School Board
- Measuring ROI on Educational Technology Investments
- When to Grow vs. Optimize: Using Data for Expansion Decisions
- Building a Data-Driven Culture in Your School District
- Case Study: How District X Saved \$100K Through Data-Driven Decisions

Student success & performance

- Identifying At-Risk Students Before It's Too Late
- The Complete Guide to Student Intervention Tracking
- Measuring Student Growth: Beyond Standard Metrics
- Setting Up Attendance Tracking Systems That Work
- The Link Between Attendance and Academic Performance
- Case Study: Improving Graduation Rates Through Early Intervention

Operational efficiency

- Automating Your School District's Reporting Process
- Standardizing Reports Across Multiple Schools
- The Administrator's Guide to Time-Saving Analytics
- Streamlining State Reporting Requirements
- Best Practices for School Resource Management
- Case Study: How School X Reduced Reporting Time by 75%

Technology & implementation in education

- The Step-by-Step Guide to School Data Integration
- How to Choose the Right Data Platform for Your District
- Making Sense of Different Education Data Sources
- Security Best Practices for School Data Systems
- Training Staff on New Data Systems: A Practical Guide
- Cloud vs. On-Premise: Making the Right Choice for Your District
- Case Study: Successful District-Wide Platform Implementation

Channel: Blogs on website

Purpose:

- Improve SEO visibility
- Establish authority in education
- Provide comprehensive resources

Key Metrics:

- Page views
- Time on page
- Bounce rate
- Content downloads

Content Types:

- How-to articles
- Case studies
- Whitepapers

Channel: LinkedIn posting

Purpose:

- Establish thought leadership
- Network with education decision-makers

Content Types:

- Share blogs
- Industry insights
- Talking head video content

Key Metrics:

- Post engagement rate
- Follower growth rate
- Post shares
- Comment quality and frequency

Channel: Email marketing

Purpose:

- Nurture relationships with education decision-makers
- Deliver high-value content directly to target audience

Key Metrics:

- Open rate
- Click-through rate
- List growth rate
- Unsubscribe rate

Content Types:

- Monthly newsletter

Thank you.

For any questions or feedback contact the creator of this content strategy [Lora Schellenberg](#), founder of [Just Citrus](#).