

CASE STUDY

Structure to a Scattered Content Strategy

How a focused editorial system helped a cybersecurity education SaaS company grow blog traffic 68% in 90 days

68%

increase in blog traffic

90 days

from strategy to results

Growth measured from the rollout of the new editorial calendar and content refresh.

The Challenge

I joined this cybersecurity education SaaS company full-time as their Content Marketing Manager, stepping into a content operation that had grown one piece at a time. There was no real structure behind the blog, and topics varied widely without a strategy tying them together.

The blog was sufficient when the company was in the true start-up phase, but it wasn't built to scale or optimize content value.

The Approach

- Audited the content library to set a baseline – what existed, what was working, and where there were gaps
- Partnered with the Director of Marketing and Senior Marketing Manager to define the company's ideal customer profiles
- Built a six-month editorial calendar to bring consistency and direction to publishing
- Refreshed key pillar posts to keep them accurate, competitive, and worth ranking
- Wrote new content to fill the strategic gaps the audit uncovered
- Interviewed internal subject matter experts to bring real depth and credibility to the content
- Took ownership of social media across new and existing channels

The Result

With a clear strategy and calendar in place, the blog stopped being a collection of one-offs and started functioning as a growth channel.

Within 90 days, blog traffic was up 68%, driven by a mix of refreshed pillar content, new SME-backed articles, and a publishing rhythm the team could sustain.

If your content feels scattered instead of strategic, a clear editorial system can turn it into a real growth channel. Let's talk about what that could look like for you.