



CASE STUDY

Building Pitsco's Content Engine: A Fully Integrated Content Marketing Partnership

- **40 assets** delivered in the first 3 months
- Delivered Over 1 Year:
 - 36 blogs
 - 7 success stories
 - 1 36-page magazine
 - 39 email touchpoints
 - Dozens of design and social media assets



Project Overview

For more than 50 years, Pitsco Education has been on a mission to help students discover what they're capable of through hands-on STEM learning. Partnering with K-12, middle, and high schools nationwide, Pitsco has become known for their exceptional drones, robotics, and coding products. These unique, interactive tools teach concepts by speaking genuine excitement and curiosity in classrooms.

What sets Pitsco apart is their product design. Their tools are intuitive, allowing students to explore without constant troubleshooting; durable enough to be broken apart and rebuilt multiple times; and effective in their teaching of not only educational principles, but the soft skills students need as part of their overall development.



The Challenge

In February 2025, Pitsco's internal teams were running at full capacity. They had ambitious plans for blog content, email campaigns, and authentic storytelling, including interviews with educators, administrators, and students about their experiences with Pitsco products. However, these initiatives kept getting pushed to the backburner.

What they needed was an extension of their team. Pitsco approached PIP looking for a partner who could seamlessly integrate with their existing staff and provide the additional capacity to bring their content vision to life.





The Solution

Partner in Publishing began by embedding quickly into Pitsco's workflow, prioritizing speed, quality, and brand alignment.

Phase One: Content Development

Within the first three months, PIP delivered 40 pieces of content, including:

- 11 blogs
- 3 success stories
- 10 email touchpoints
- Additional supporting assets

This initial engagement established trust and momentum, leading Pitsco to extend the partnership into a year-long contract.



Phase Two: Becoming an Integrated Content Partner

As the partnership deepened, PIP evolved from a content support resource into a true extension of Pitsco's marketing team. The relationship grew to encompass ongoing blog production, success story development featuring real educator and student voices, social media content and strategy, and design collaboration, all anchored in copywriting that reflected an increasing understanding of Pitsco's brand, audience, and educational mission.

This integration showcased a partnership that is rare in agency-client relationships. New projects required minimal briefing. PIP could work from simple information handoffs and deliver content that needed little to no revision.

When Pitsco partnered with Microsoft to launch their Farmbeats product, PIP created both a flyer and a landing page from a single email with product details, with both pieces requiring zero edits.

Outcomes like these are only possible when a partner takes the time to understand your brand as well as an internal team member would, becoming fluent in the client's voice, their audience, and what matters to the educators they serve.





Strategic Repurposing

Making Every Story Work Harder

- 36 blogs
- 7 success stories
- 1 36-page magazine
- 39 email touchpoints
- Dozens of design and social media assets

More importantly, the working relationship evolved. What began as outsourced content development became a true extension of Pitsco's internal team.

The partnership enabled Pitsco to move faster, maintain consistency across channels, and confidently launch new products without bottlenecks in content production.

The Benefits of Partnering with PIP

What Full Integration Delivers

When Pitsco first sought out a content partner, they were looking for someone to help with blogs and emails. What they got was something more valuable: a team that learned their products as deeply as their own staff, understood the educators they serve, and could turn a preliminary idea into launch-ready content.

The partnership gave Pitsco a content engine that doesn't require constant management. Their internal team could focus on strategy and big-picture initiatives while PIP handled the execution and assisted with ideation. Educator interviews became multi-form assets, and product launches went from concept to market-ready materials more quickly.

Most importantly, Pitsco gained the capacity to execute on ideas that were sitting on the back burner due to bandwidth. The concept that brings the Pitsco mission to life, from student success stories to educator testimonials, now gets created consistently and on-brand, not only removing drain on internal resources but giving them a boost.



