

CASE STUDY

A Strategic Content Partnership: Centering Student Success and Authentic Storytelling

Results Summary

60+

assets delivered across a fully integrated content program, including:

- ✓ Messaging framework and AEO strategy
- ✓ Tutor Council interviews filmed and published as social reels
- ✓ Multi-channel content calendar and customer advocacy roadmap



Company Overview

This national tutoring company has spent more than 20 years on a mission to make learning personal. In that time, they've served 50,000+ students across 600+ school districts, growing from a small operation into a coast-to-coast network of local, vetted tutors who meet students where they are, academically and literally.

What sets them apart is their model. Rather than leaning on tutorial videos and virtual-only tutoring sessions, they built their service around multimodal, personalized relationships between tutors and students, and between families and a team that actually picks up the phone. Their philosophy is rooted in aligned learning objectives, the option for face-to-face interaction, and communication with every member of a student's learning ecosystem, from the student themselves to parents and teachers.

The company serves students at every academic stage, from K-12 to college to test prep, matching each learner not just by subject, but by learning style, personality, and pace. Every student's journey is different, and their model is built to reflect that.



The Challenge

When this tutoring brand approached PIP, their internal marketing team understood the power of authentic storytelling. They knew that the real differentiator in their industry was the tutors themselves: their passion, their expertise, and the transformation they created in students' lives.

What they needed was a partner who could translate that vision into a multi-channel content engine that could build brand authority, answer the questions parents were already asking, and activate their network of tutors as brand advocates.

On top of that, they were entering a landscape where traditional SEO was no longer enough. Parents were turning to AI tools like ChatGPT and Perplexity to find tutoring answers. To compete, they needed content that could surface across search engines and AI-driven platforms alike.



The Solution

Partner in Publishing began by developing the messaging and defining the audience, then creating the tools the team would rely on to execute consistently across every channel.



Phase One: Strategy and Foundation

Before a single blog was written or video was filmed, PIP developed a comprehensive strategic marketing plan that covered every major initiative the brand needed to pursue. This included:



A full messaging framework covering brand narrative, voice and tone, core value propositions, audience segmentation, and reasons to believe



A multi-tier FAQ library strategy: 10 high-intent parent questions across Tier 1, Tier 2, and Tier 3 content, each mapped to ideal formats and channels for maximum discoverability



An Answer Engine Optimization (AEO) strategy designed to surface the brand in AI-driven search tools like ChatGPT and Perplexity



A customer advocacy program roadmap with a 6-month phased rollout, from advocate recruitment and onboarding to content generation and community activation



A Reddit engagement and citation strategy, including a full analysis of the risks, benefits, and operational requirements of building a brand presence on the platform, with specific guidance on subreddit participation, response protocols, and community moderation



A 6-week online citation outreach calendar with platform-specific execution guidance

Phase Two: Content Production and Channel Activation

With strategy in hand, PIP moved into execution, producing content across every channel in the plan and building systems that made ongoing production efficient and multipurpose.

The FAQ library became the engine. Each of the 10 parent-facing questions were turned into a full ecosystem of content: a long-form blog post, a Reddit post, an Instagram carousel, a short-form video for socials, and a weekly email spotlight. One FAQ became five to six assets, with approximately 60 unique pieces of content produced from a single strategic framework.

PIP also produced 10 SEO and AEO-optimized blog posts published directly to the website, each built with meta titles, meta descriptions, and responsive Q&A formatting. This content was designed to do double duty: improve the brand's discoverability in both traditional search and AI-driven platforms, while simultaneously building the company's reputation as a trusted, authoritative voice in the tutoring space.

The Reddit strategy deserved particular care. The brand was dealing with negative online sentiment and largely dormant social media accounts. PIP developed a comprehensive Reddit strategy that addressed this directly, recommending immediate resumption of blog and social content to begin burying negative search results, outlining the strategic case for a dedicated brand subreddit, and providing a full risk assessment including moderation requirements, exit strategy, and the consequences of inactivity.



Phase Three: The Tutor Council

The most distinctive initiative of the partnership was the Tutor Council, a program PIP designed and executed from the ground up to activate the brand's most authentic advocates: the tutors themselves.

PIP developed a full interview guide and conducted on-camera interviews with five tutors, covering their teaching philosophy, student success stories, and what drew them to this work. Those interviews were then edited into short-form reels (30 to 60 seconds each) formatted for Instagram and Facebook, with on-brand captions, animations, logo watermarks, and tutor name cards.

With the Tutor Council, PIP built a three-phase meeting structure to turn tutors into ongoing content collaborators and community advocates: introducing them to the brand's social channels and co-creating content for future campaigns.

The Results



Over the course of the engagement, PIP delivered a comprehensive content ecosystem, including:

A complete strategic marketing plan with messaging framework, brand voice guide, audience positioning, and channel strategy

10 SEO and AEO-optimized blog posts with meta titles, meta descriptions, and responsive Q&A formatting published to the website to improve discoverability

A 10-question FAQ library with full cross-channel repurposing workflows

A 6-week content calendar mapping all FAQs across blogs, social, email, and community platforms

A Tutor Council program with filmed, edited, and published video content

A comprehensive Reddit strategy, including sentiment analysis, subreddit participation guidance, brand subreddit planning, moderation protocols, and exit strategy

A customer advocacy program roadmap with phased execution guidance

A multi-channel social content calendar with platform-specific templates

The social media results told a clear story. In just two months, PIP's content strategy drove measurable growth across both Instagram and Facebook:

Instagram:



-  Views up **135.4%**
-  Reach up **652.5%**
-  Profile visits up **109.2%**
-  Content interactions up **23.7%**
-  Followers up **176.2%**

Facebook:



-  Views up **1.4K%**
-  Visits up **188.5%**
-  Content interactions up **100%**
-  Followers up **100%**

These numbers reflect what happens when dormant social channels are reactivated with a clear strategy and consistent, on-brand content.

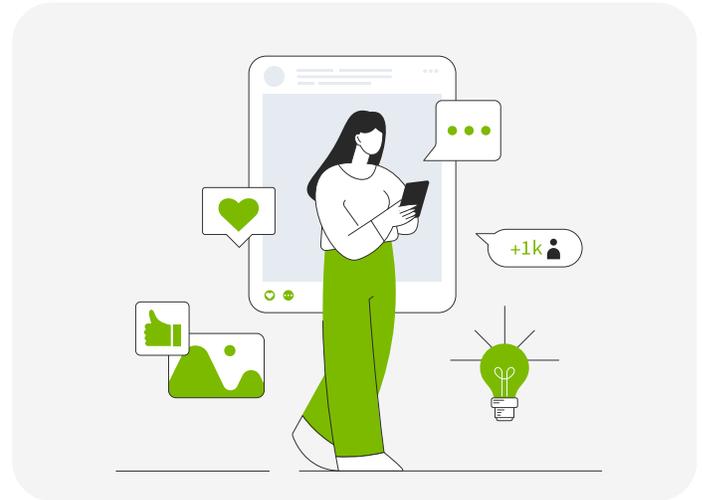
More importantly, the brand left the engagement with a repeatable system. The content workflows, interview frameworks, channel strategies, and repurposing processes PIP built are designed to run, so the brand can continue producing consistent, on-brand content without starting from scratch each time.

The Benefits of Partnering with PIP

A Marketing Strategy Built Around Storytelling

When this tutoring brand first reached out, they needed someone to help bring their content vision to life. What they got was a partner who could step into their world, understand what made them different, and build a content infrastructure designed to grow with them.

PIP built the systems and frameworks that make content production efficient, consistent, and scalable. From the messaging architecture to the channel strategy, every piece was designed to work harder and last longer than a one-off deliverable.



What made the work meaningful was that the content was rooted in the voices of tutors who care deeply about the students they work with, and the stories of families who found the help they were looking for.

PIP helped surface those stories, then built the systems to make sure they kept showing up in the places where parents are already looking.

That's the PIP model—build something real, make it scalable, and leave the marketing strategy stronger than we found it.

