

Level All

Editorial & Content Strategy

Case study by Lillian Teague

Background

Picture this: A national edtech platform with ambitious growth plans, a fluctuating team of 40+ content professionals, and thousands of pieces of content that needed to be transformed from academic research into engaging material for both institutional buyers (school districts and CBOs) and young end-users. This dual-audience challenge required content that could simultaneously drive B2B sales and boost B2C engagement. This was the complex mission I tackled as Editorial Director at Level All.

Level All needed to launch multiple tech products on tight timelines while implementing editorial processes across thousands of content pieces. The stakes were high; consistency, quality, and speed all had to coexist in perfect harmony.

Challenge

Level All had big ambitions:

- Launch multiple tech products on tight timelines
- Implement editorial processes on thousands of pieces of content
- Build scalable workflows and systems across multiple departments
- Create a framework for a new and innovative student experience
- Serve a multilingual audience, maintain legal accuracy, and ensure cultural relevance

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Details

Before diving into the how-to, here's what you need to know about this case study:

- **My Role:** Editorial Director, leading all content strategy and editorial operations
- **Company:** Level All - a national edtech platform with a dual business model serving:
 - B2B clients (school districts and community-based organizations)

- B2C users (students aged 13-25 and their parents)
- **Business model:** SaaS educational platform with content that supported both institutional sales and direct user engagement
- **Challenge:** Transform complex educational material into content that would:
 - Convince administrators and institutional buyers of technical value and ROI
 - Engage teenage end-users with accessible, relevant content
- **Scale:** I directly managed 40+ content professionals (writers, editors, instructional designers, subject matter experts, translators, third-party developers).
- **Content volume:** 15,000+ articles transformed under my leadership
- **Timeline:** 6 months for major initiatives; 3 years for content development
- **Key results:**
 - 80% increase in user engagement
 - 67% reduction in revision cycles
 - 99%+ accuracy rate
 - 35% increase in B2B sales materials effectiveness (measured by conversion)
 - Sustainable editorial operation built for growth

My approach

I built a comprehensive content ecosystem that balanced quality, consistency, and scale:

1. Content transformation framework: I implemented a systematic approach to transform academic research into age-appropriate content, resulting in over 15,000 engaging articles that resonated with our target audience while maintaining educational integrity.

2. Governance and quality control: I built a tiered review system with clear accountability measures. This reduced errors by 95%, creating a self-correcting content pipeline that maintained brand voice.

3. Team development and empowerment: I restructured the content team into specialized roles with clear career paths, implemented mentorship, and created collaborative feedback loops that increased team satisfaction by 80%.

4. Cross-functional integration: I established clear communications between editorial and other departments (legal, production, creative, CMS, growth and success), creating standardized workflows that reduced production cycles by 67% and reduced siloed decision-making.

5. Editorial oversight and product management: I collaborated with special teams to build three major tech products in six months, including a defined terms function and glossary, text-to-speech integration, and Spanish translation integration and workflow.

This approach transformed our content operation from a reactive service model to a strategic driver of user engagement and product excellence.

Results

Content that connects, systems that scale, and leadership that holds it all together.

- 80% increase in engagement across key platforms
- 67% reduction in revision cycles
- 99%+ accuracy rate across content
- Seamless launch of 3 new products, each backed by editorial content
- A sustainable editorial operation built for long-term growth

Mistakes to Avoid When Creating Technical Content for Dual Audiences

When developing content that must satisfy both B2B technical requirements and B2C user engagement, here are critical mistakes I've learned to avoid:

1. **Don't create separate content streams for different audiences.** Many organizations create completely separate materials for technical buyers and end-users, doubling workload and creating inconsistencies. The key is a modular architecture that repurposes core technical content for different contexts.
2. **Avoid the assumption that technical accuracy and user engagement are opposing forces.** The real skill is maintaining technical integrity while making content accessible and engaging.
3. **Don't prioritize one audience over another.** When facing time constraints, organizations often focus on either B2B sales materials or user-facing content. This creates an imbalance that ultimately undermines both goals.
4. **Beware of siloed review processes.** Technical teams and user experience teams must collaborate throughout the content development process, not simply review finished materials.

The #1 Secret Behind My Success

If I had to identify the single factor that made the biggest difference in my role as Editorial Director, it was my **integrated audience approach that treated technical requirements and user engagement as complementary, not competing, priorities.**

Most content operations see a fundamental tension between technical accuracy and user engagement. I built a system that treated them as two dimensions of the same quality standard. By designing modular content architecture from the ground up, I created materials that could simultaneously:

- Satisfy the technical requirements of institutional buyers
- Provide the implementation guidance IT teams needed
- Engage teenage users with accessible, relevant content
- Scale across thousands of content pieces without sacrificing quality

This "integrated audience" approach meant our content served multiple business goals simultaneously, creating efficiencies that dramatically improved both B2B sales processes and B2C engagement metrics.

The question isn't "How do we balance technical accuracy with user engagement?" but "How do we design content systems that naturally achieve both goals?"

Want to see how I bring that same consistency to your editorial project? Let's connect!

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