

# MIKE FUREY

Senior Content Strategist | Editorial Leadership & Content Strategy | Brand Voice & Audience Growth  
studio@mikefurey.com • mikefurey.com

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## **CONTENT STRATEGY IN PRACTICE: BUILDING BRAND AUTHORITY, AUDIENCE, AND COMMERCIAL IMPACT**

My work focuses on identifying moments when brand authority and audience curiosity intersect, and building content systems that meet those moments with consistency, depth, and measurable impact. These case studies demonstrate how that approach drives performance across digital, social, print, and commerce channels.

### **CASE STUDY 1: SERVICE-DRIVEN EDITORIAL**

Annual Winter Forecast: Building a Perennial Traffic Engine Around the Almanac's Flagship Content

#### **Context**

The Farmers' Almanac's annual winter forecast is among the most anticipated seasonal content in American media—a tradition spanning more than two centuries. The opportunity was to translate that heritage authority into a modern, multi-platform editorial event capable of driving sustained traffic, national media attention, and year-over-year audience growth.

#### **Approach**

Over three consecutive forecast seasons (2023–2026), I led the editorial development of the winter forecast across written, visual, and video formats. Recognizing that audience appetite for weather folklore and long-range forecasting was underserved by the publication's existing digital output, I expanded the forecast into a full content ecosystem—pairing the core forecast with weather lore, preparedness guides, and social-first graphics designed to drive sustained click-throughs from the publication's 1.4 million Facebook followers back to the site.

To deepen editorial authority, I expanded the publication's contributing network to include writers with credits from The New York Times, Martha Stewart, Southern Living, Forbes, and Field & Stream—meaningfully raising the Almanac's credibility and domain authority alongside its traffic.

#### **Execution**

I developed and refined the annual winter forecast YouTube video over successive seasons, sharpening format and presentation based on audience response data each year. On the written side, I developed and oversaw a weather folklore editorial category that had been underdeveloped—translating traditional Almanac lore into accessible, shareable digital content. Forecast-adjacent graphics distributed via Facebook consistently ranked among the publication's highest-performing social posts, distinguished by their strong, sustained click-through rates to the site.

## Impact

The winter forecast YouTube video reached 853,000 views—the most in the publication's history. The forecast generated national broadcast attention on two separate occasions when Kelly Ripa and Ryan Seacrest mentioned the Almanac on their morning show during the 2023-2024 season, driving significant traffic spikes to the site. Across my tenure, return visitors to the Farmers' Almanac grew by an average of +15% year over year—a metric that reflects not just traffic, but editorial trust and sustained audience relationship.

## Editorial Insight

Perennial service content—forecasts, guides, seasonal frameworks—compounds in value when it is treated as a living editorial product rather than an annual obligation. Each iteration, refined by data and deepened by authoritative contributors, builds the audience's reason to return.

## CASE STUDY 2: SERVICE-DRIVEN EDITORIAL

### Astronomy Coverage: Translating Celestial Events into Sustained Audience Demand

#### Context

When a rare “Parade of Planets” and the “Green Comet” generated widespread public curiosity, there was an opportunity to translate that moment into service-driven editorial—content designed not just to capture interest, but to meet it with depth, accessibility, and genuine utility for everyday audiences.

#### Approach

I identified a gap between the scale of public interest in these celestial events and the quality of accessible, trustworthy coverage available. Recognizing the Farmers' Almanac's authority in weather and natural phenomena, I developed an editorial strategy centered on demystifying complex astronomical events for a broad general audience—pairing original reporting with creator collaboration to maximize both reach and credibility. I identified astronomy communicator [Astro Alexandra](#)—with 3.4 million TikTok followers—as a creator whose expertise and social presence could make the content engaging across platforms.

#### Execution

I developed a multi-platform editorial package that included long-form feature articles, original visuals, and a series of Instagram reels produced in partnership with Astro Alexandra—scripted to align with the Almanac's editorial voice while reaching new audiences organically. Content was structured to serve both immediate curiosity and ongoing search demand.

[View reel →](#)

## **Impact**

Astro Alexandra's Green Comet reel became the most viewed Instagram reel in the history of the Farmers' Almanac account, surpassing 100,000 plays and contributing to nearly 1 million pageviews across related coverage in 2023. The campaign's success generated significant industry attention: major competing publications—from lifestyle brands to legacy media—developed their own astronomy content in its wake, reflecting the degree to which this editorial push helped resurface national and international interest in space and celestial events.

## **Editorial Insight**

Service-driven editorial at its most effective doesn't just meet existing demand—it creates it. When accessible, authoritative content arrives at the right cultural moment, it can shift the broader conversation and set the agenda for an entire category.

### **CASE STUDY 3: EDITORIAL INTEGRATION**

#### **Saffron Growing Guide: Integrating Editorial Content with Commerce**

## **Context**

Rising search interest in home gardening and specialty crops created an opportunity to develop service-driven editorial that could also support commerce—without compromising trust or editorial integrity.

## **Approach**

Saffron's growing search volume signaled genuine consumer interest in specialty home growing—an area where the Almanac's gardening authority gave it a credible, trusted entry point. I identified a family-owned farm whose product aligned with that editorial angle and structured the integration to serve reader intent first.

## **Execution**

I developed a long-form editorial feature in partnership with the farm, combining a detailed growing guide with original photography and a direct-to-consumer product offering (saffron corms). The piece was structured to serve both informational and transactional intent, while remaining consistent with the publication's editorial voice.

## **Impact**

The article ranked among the publication's top-performing content for the month, driving strong organic traffic and programmatic ad revenue. The affiliate product integration generated partner sales more than double those achieved through any of the farm's previous affiliate collaborations—a result that validated the editorial-first approach to commerce content.

## **Editorial Insight**

Commerce-driven editorial performs most effectively when it begins with genuine audience utility—where the product enhances the story rather than interrupting it.

## **CASE STUDY 4: COMMUNITY CAMPAIGN**

### **National Farmers Day Campaign: Amplifying Young Agricultural Voices**

#### **Context**

National Farmers Day provided an opportunity to highlight the next generation of agricultural entrepreneurs and connect the Farmers' Almanac audience with contemporary voices in farming.

#### **Approach**

I identified TikTok creator and apple farmer [Kaitlyn Thornton](#)—known online as “The Apple Girl”—whose large social following and authentic storytelling about family farming aligned closely with the Almanac’s mission.

#### **Execution**

Working with Thornton, I developed a participatory social media concept in which farmers would symbolically “toss an apple” from one creator to another, celebrating the continuity of farming traditions across generations. The campaign encouraged community participation while highlighting Thornton’s story as a young fourth-generation farmer sustaining her family’s orchard through modern digital outreach.

#### **Impact**

The campaign demonstrated how participatory content—built around an authentic creator voice—can bridge a heritage brand's identity with contemporary digital culture. It established a repeatable model for future community-driven campaigns tied to agricultural and seasonal occasions.

#### **Editorial Insight**

Creators who are deeply rooted in their communities can serve as powerful bridges between traditional subject matter and contemporary digital audiences.