



**CONTENTWRITERS.COM**

# **In-House vs. Outsourcing: The True Cost of Hiring Writers**



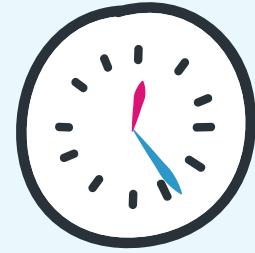
**MARCH 2019**

# QUICK HITS

Midpoint starting salary for an experienced copywriter



**\$71,500**



**3 hours  
16 minutes**

Average time to create a 1,000 word blog post.



**2,000 word + articles  
are more likely to go viral**

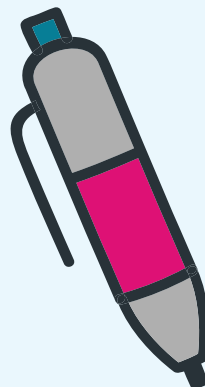
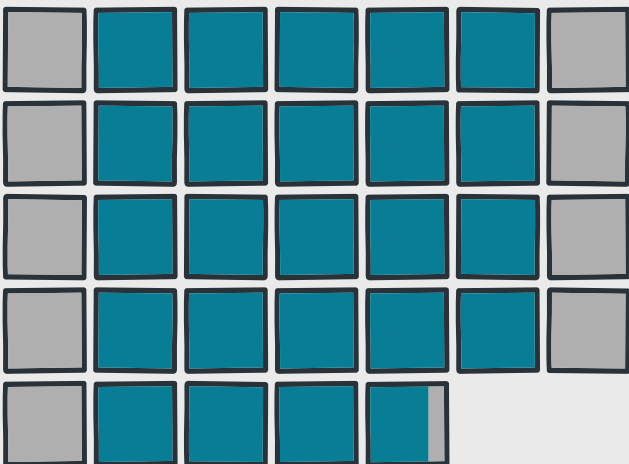


**UpWork average for a  
professionally written blog post:**

**\$700 - \$1,500**

**Average length of hiring process:**

**23.8 days**



**On average, highly skilled  
freelance copywriters charge**

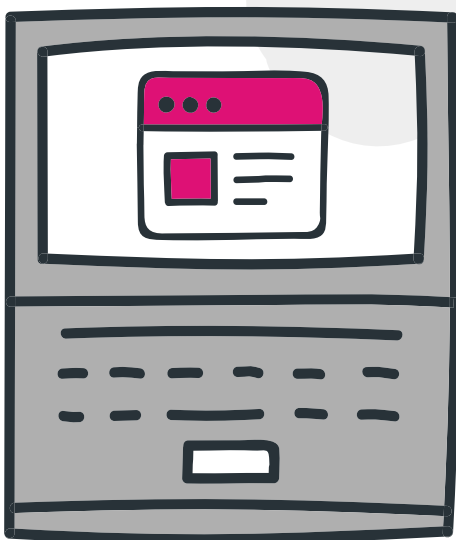
**\$75 to \$100 per hour**

Companies can reach a mass audience by hiring a content writer who has the ability to adapt their writing style to match the brand voice.

The question becomes: Is it better to hire an in-house writer or outsource content creation?

If your company has a constant need for new content, you may consider hiring an in-house copywriter to fulfill each task. Others may choose to outsource their projects to professional content writers.

Both options come with pros and cons; understanding how the writing process works allows you to make the best hire for your team.



## Cost of Full-Time Writers

As with any hire, your company will put manpower into searching for a writer who's the best fit.

Recruiting strong talent, hiring, training, and then keeping the candidate for an extended time takes hours of work and a lot of cash.

According to [The Creative Group 2019 Salary Guide](#), the midpoint starting salary for a copywriter is \$71,500.

The Center for American Progress [estimates](#) the costs of hiring a high-level employee into a position that requires advanced education can be 213 percent of the new hire's annual salary.

## The total investment of your \$71,500-salaried copywriter just increased to \$152,295.

The average length of the hiring process in the U.S. is about **23.8 days**. In that time, you'll spend days sorting through resumes, conducting phone and in-person interviews, and then negotiating with the final candidate.

U.S. employers spend **\$759 billion** each year for work that's never actually completed. Between the pointless meetings, personal time on social media, and break room chats, employees are spending more time avoiding work than diving into it.

While you're paying full-time workers a set salary and benefits, freelancers are paid completely on the result of their work.

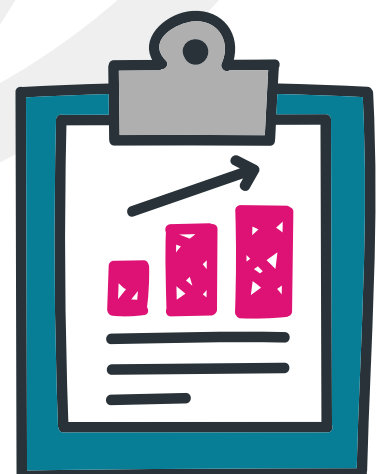
You're not paying for their trip to the coffee shop or stop for lunch.



## Cost of Highly Skilled Freelancers

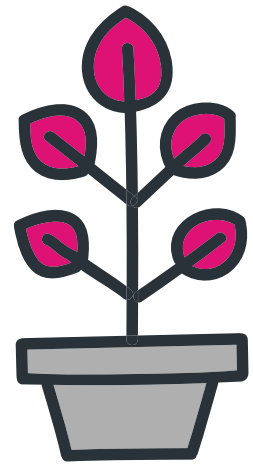
Comparatively, hiring a highly skilled freelance writer can offer flexibility with the amount you'll invest in the worker.

You don't have to pay taxes for them because they pay a self-employment tax.



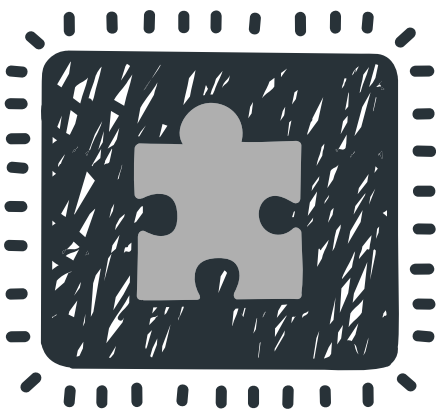
Secondly, you eliminate many of the add-on fees of a full-time employee, like insurance, paid vacation, and training.

The average cost of hiring a professional freelance writer will vary depending on the work you need. UpWork, one of the leading sites for freelancers to connect with potential clients, notes that you'll pay from \$700 to \$1,500 for a **professionally written** long-form blog post.



**On average, highly skilled freelance copywriters charge \$75 to \$100 per hour.**

Because you need the freelancer's services only when you have an upcoming project, there's no salary to pay during the down times.



In addition, UpWork notes that it takes clients an average of **three days to interview and hire for each project**. You find the right person, pay the rate that fits your budget, and get the project started and completed faster compared to hiring a full-time in-house person.

Time spent on each project is another element to consider when debating whether to hire an in-house employee or outsource the work.

**It takes an average of three hours and 16 minutes to create a well-written, 1,000-word blog post.**

However, Obit Media found that twice as many bloggers are now spending 6+ hours on their average post.

That means an in-house content creator could spend the greater part of an entire workday originating a blog post.

Opting to outsource projects to specialized freelancers means you can have multiple projects brewing at once.

## Best Blog Length for SEO

While 1,000-word blogs are a great way to educate and offer valuable information to your audience, you'll want to consider expanding the scope of work.

The creators of BuzzSumo studied the results of more than 100 million online articles. They found two main takeaways:

- 1. The best opportunity to create “viral” content is to write posts of at least 2,000 words.**
- 2. Posts between 3,000 and 10,000 words performed extremely well. The longer the content, the more shares it receives.**

Long-form content will also rank much better than short-form pieces on search engines.

Articles found on the first page of Google search results run 1,890 words on average.

But of course, Google doesn't depend on word count alone for search rankings.

The content must be relevant, easy to understand, and deemed reliable by others (through visits, shares, and ratings).

Don't be concerned that readers won't stick around for the entire blog. The ideal blog takes roughly seven minutes to read.

According to Buffer, this translates to about 1,600 words. After that, reader engagement begins to wane.

Naturally, long-form pieces take more time to craft.

The writing process includes several steps, each which need to be vetted in detail.

The well-researched blog will include the following steps:

### **Choosing a topic**

The blog topic may be based on current events, newly released statistics, a product or service, or another topic.

### **Research**

Thorough research needs to be conducted to understand the topic, why it's important to your audience, and how you'll present the information in an easily digestible way.

### **Collecting**

As the writer sifts through research results, it's common to collect articles or data results for future posts. Most will develop a way to store those articles to use for future reference.

### **Evaluate the research**

Once articles and data have been collected, it's time to sift through it all to ensure each source is credible and relevant to the topic.

### **Structure the post**

Create an outline of the blog. Think about the overall message you want to convey and which details to include as evidence to your point.

### **Drafting**

After creating the outline, craft the first draft of the blog. Add details into each section from the credible research gathered.

## Editing

The final step is not to be missed. Sift through your work carefully for ease of understanding, correct sourcing, and any grammar or punctuation mistakes.

## Final touches

Read your final edits and make any adjustments needed. Ensure that the flow of the blog is comfortable for your readers, you've included all details found in your research, and you've met your call-to-action goal.

The content creator you hire should have the capacity to fully understand the researched information and will not misinterpret the facts when crafting the blog.

Whether you hire an in-house writer, go with a professional freelancer, or choose to work with a content creation company, ensure that a thorough editing process is in place.

Managing writers may not be something you're prepared to take on. If you don't have anyone on your team who can vet the content before it hits your website, you risk publishing content that may not be in line with your brand.

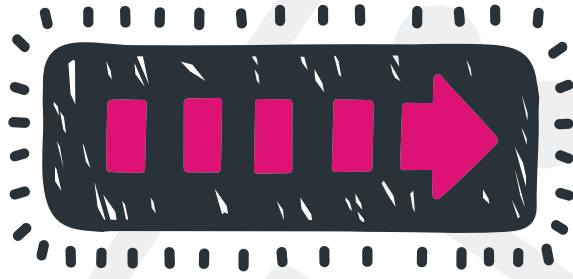
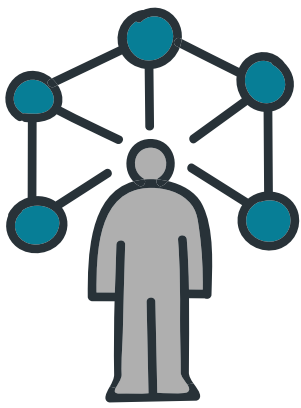
Before hiring any copywriter, ensure you have an established vetting process.

Using a platform like UpWork gives you access to writers and editors.

If needed, you can hire multiple freelancers to complete the project in stages.

ContentWriters has a specific team of editors to ensure that the work is vetted and professionally polished before being submitted to the client.





## General vs. Specialized Content Creator

Another aspect to consider when hiring a professional writer is whether you want a strong general copywriter or a specialist for specific project needs.

Your company will need different forms of content; while a single in-house copywriter will have the skill to develop strong copy, the employee may not have the specific skills needed to tackle the entire project.

Consider the many pieces of content your company needs on a weekly basis.

From blog posts and white papers to Facebook ads and tweets, you want great content for each of your platforms.

The most common pieces of content for the average small- to medium-sized business include:

- Blogs
- Product descriptions
- White papers
- Web copy
- Press releases
- Newsletters
- Social media posts
- E-books
- Ecommerce copy
- SEO content

Specialized freelancers will be able to build the creative you want for each content element.

Comparatively, an in-house writer may not be familiar with the style of copy or design for each of the content types you need.

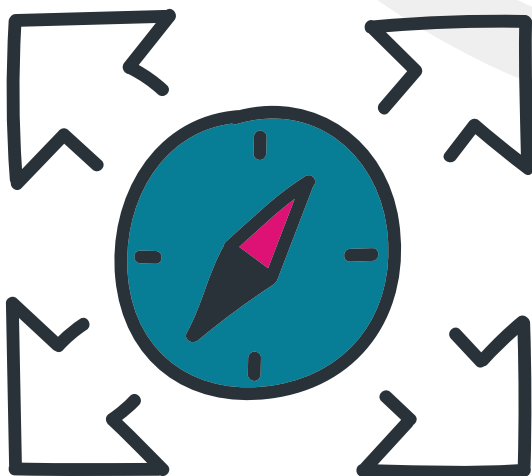
Remember: content marketing costs 62 percent less than outbound marketing and generates three times as many leads.

Whether your content is generated in-house, crafted by freelancers, or outsourced to an editorial services firm, it's time to ramp up your content strategy.

## When's The Right Time to Outsource Content Creation?

By now, you know that producing content is time-consuming and expensive.

Outsourcing content creation can be a tough decision and depends on many factors:



- What your company sells
- Your roles and responsibilities
- The budget you have to work with
- The resources you've been provided
- How much communication you can take on
- Your current capacity to create content

Content creation agencies are designed to make your life easier.

If you're constantly tasked with creating content and it's interfering with your other responsibilities, now's the time to outsource it.

**However, if you really need a hands-on approach with a specific product you're creating, a website page, or you need to rewrite your LinkedIn profile, hiring a copywriter on a full-time or part-time basis might be the way to go.**