



CONTENTWRITERS.COM

The Benefits of Partnering with a Content Writing Agency



Content is king! All hail to the king!

Actually, content is no longer king. Quality content that **builds trust** is king.

In an age when content marketing reigns supreme, businesses and agencies are scrambling against deadlines to produce quality content.

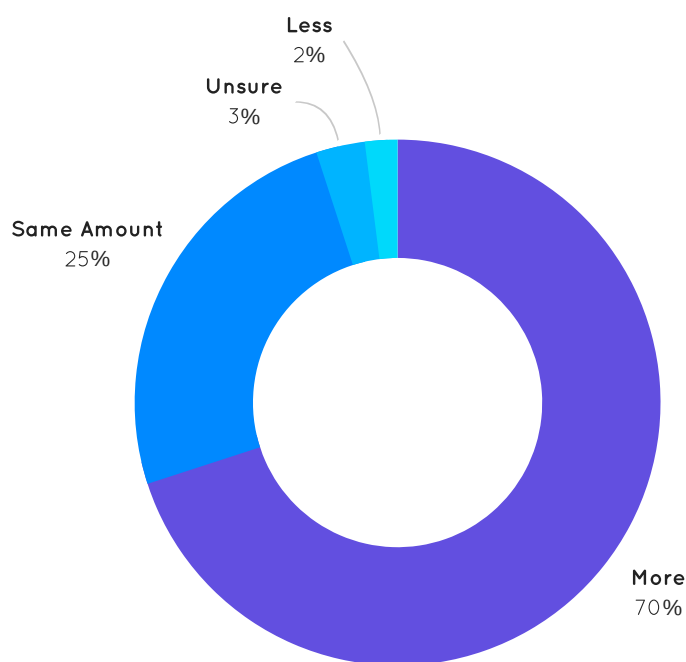
Sound familiar? You're not alone in your need to create enticing content in a short amount of time.

Content Marketing Institute reports that 70 percent of B2B marketers plan to increase their content production in 2017. This means the need to cut through online clutter with well-written, authentic content is greater than ever.

To create such content, agencies and brands need a wealth of resources at their disposal. Yet these resources are often in short supply, leading to less content produced and undesirable marketing results.

Since 85 percent of B2B marketers attribute high-quality and efficient **content creation as the leading factor in their success**, your audience consumes more and more content on a daily basis. Consequently, your marketing department struggles to keep up with the endless demand for new copy.

With so much content to create in such a short time, a content writing service can take the reins so you can focus on other marketing objectives.



Change in B2B Content Creation 2016 to 2017

What is a Content Writing Service?

A content writing service creates quality content on the behalf of a client. Clients may be an agency outsourcing the content needs of their clients, a brand looking to ramp up production, or a corporation in need of fresh blog posts.

Content writing services work with you to generate the copy you need - it could be a single article or a wide variety of social media posts - at the frequency you specify. Such services employ a multitude of writers, each specializing in a particular industry or medium of writing, to provide a wealth of assets including:

- Blog Posts
- Social Media Posts
- White Papers
- Product Descriptions
- Website Content
- Press Releases
- Marketing Materials

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Why Do You Need a Content Writing Service?

Marketers must work around a budget with limited resources, writing copy while juggling multiple responsibilities. As a result, you've likely encountered one of these two scenarios:

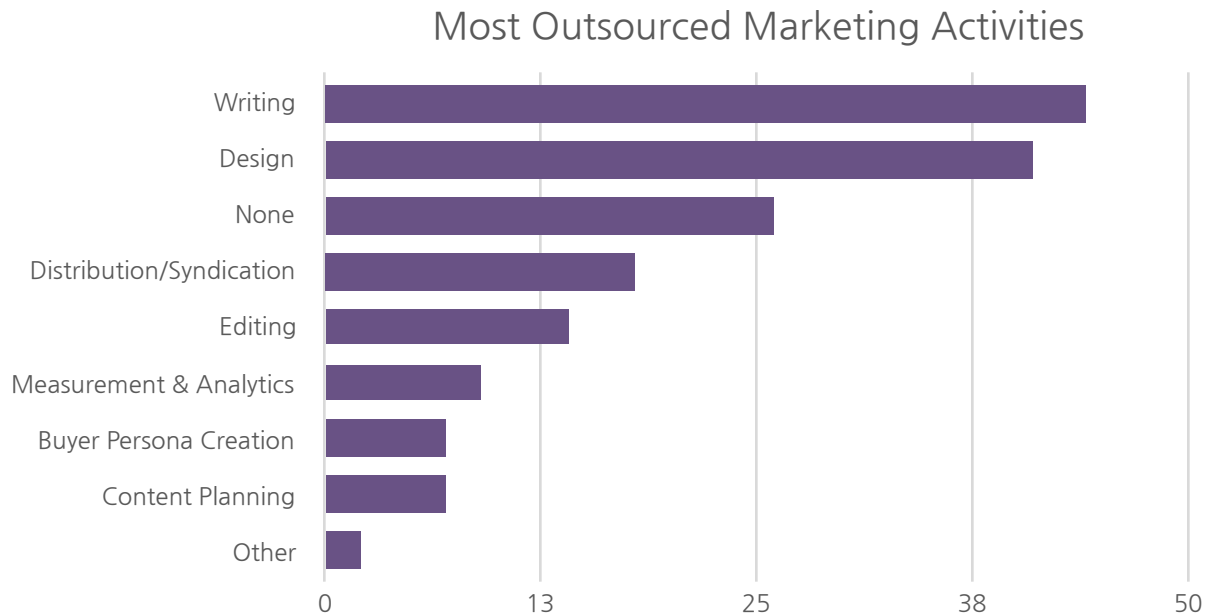
1. Efficient content creation with no distribution or marketing efforts behind the content.
2. Marketing and distributing of the small amount of content you have on hand.

Neither scenario is ideal, but they are the unfortunate reality for most marketing teams.

In addition, not all marketers have a way with words. Copywriting and content writing for online mediums is an art and a science. Content writers must understand how to captivate an audience and entice them to take action.

Considering strict budgets, limited resources, and a lack of writing talent within marketing departments, it's not hard to see why [44 percent of B2B companies and agencies outsource their content writing needs](#).

Let's explore five irrefutable benefits afforded to business owners who partner with a content writing service.



1. More Content, Less Time

Remember—70 percent of B2B marketers plan to increase their content production in 2017.

With 76 percent of people using their Facebook feed to find interesting content, there's a greater need than ever to develop and distribute large amounts of written assets in a short time span. However, marketing teams often find themselves short-staffed.

Agencies with multiple clients and businesses with many objectives often push content writing tasks to the side. Yet written copy is one of the most frequently created forms of content. Did you know that 70 percent of content created for social media marketing is original written content?

By partnering with a content writing service, you can focus your energies on other marketing tasks such as distribution, strategy, and community management. In the meantime, you can be assured you'll receive a large amount of content in a quick time frame, thanks to the writers you partner with.

2. A Team of Writers at Your Service

When writers apply to work with a content writing service, they must send samples of their best work and complete a test. This rigorous screening process means only the top writers are hired. The writers are then paired with clients based on their areas of expertise.

3. Content Strategists Guide the Way

Content creation services have designated content strategists on their team who are responsible for working with you, understanding your content needs, and delegating to the best writers for the job at hand.

When content writing has been outsourced by your agency or brand, you will be assigned a dedicated content strategist who will be in constant communication with you through every step of the process - from updating you on the status of your project to ensuring that writers have the resources they need to meet and exceed your goals.

Along with a thorough knowledge of your marketing goals, content strategists take pride in their relationships with the writers. Having a deep understanding of each writer's specialties and properly assigning them to projects leads to satisfied clients and writers as a whole. This, in turn, means well-written content for your business and a prolonged relationship with the content writing service.

Think of your content strategist as a trail guide, showing you the way and making sure you reach the peak!

Websites with a blog tend to have 434% more indexed pages

4. Can You Afford to Hire Full-Time Writers?

Let's be realistic; your company has a bottom line. Hiring a team of full-time writers is not always the most financially sound decision. But for some businesses, the greatest benefit of a content writing service is quality content at an affordable price.

Content writing services often work on a "per project" price. Therefore, you can order as much or as little content as you require. Your project price point includes your content strategist, an assigned writer, thorough editing, proofreading, and more.

5. Diverse Writers Leads to Unique Content

What's worse than sub-par content? Monotonous content.

True, a defined brand voice is key to a successful content marketing strategy. But having a single writer can lead to dull content after a while. By partnering with a content writing service, your content will feature the perspectives and individual talents of various writers. These writers specialize in your particular industry, so each individual brings a unique approach to your message.

These different perspectives will captivate your audience and draw them back for more content in the long run.

Are You Ready to Partner with a Content Writing Service?

Working with a content writing service certainly has its advantages. To recap, those benefits are:

1. A mass amount of quality content produced in a short time frame.
2. A diverse team of expert writers working on your behalf.
3. A designated content strategist to guide you throughout your content goals.
4. A low-cost alternative to hiring on-staff writers.
5. A variety of unique content because of working with multiple writers.

Of course, this is only the beginning. Throughout your partnership, you'll discover even more advantages to trusting a content writing service with your written content.