

# OUTSOURCING CONTENT CREATION

*Partnering with a team of professional copywriters  
to enhance your content marketing efforts*



(800) 746-3121

[info@proprcopy.com](mailto:info@proprcopy.com)

[www.ProPRcopy.com](http://www.ProPRcopy.com)

## The Challenges Facing Marketing Teams

Today's chief marketing officers (CMOs) and the teams they lead have a monumental challenge in front of them: they need to create high volumes of informative, compelling content that engages members of their target audience and ultimately builds brand loyalty.

The problem is in creating this content, as many marketing teams struggle to find the capacity to develop quality blog posts, articles, white papers, case studies and various other types of content on a consistent basis.



Many businesses today are stuck between a rock and a hard place when it comes to building capacity for their content creation efforts. Option A appears to be hiring in-house staff, which is often cost-prohibitive and distracts company leaders from focusing on day-to-day operations. Finding and recruiting talent is another challenge, as it takes a lot of time and energy to find the right people to fill these key roles.

So, these businesses often turn to Option B, which is to hire freelance writers. While there are many talented freelancers out there, they can also be difficult to manage for CMOs. Freelancers tend to have many different clients stretching their time, and missed deadlines and poor communication are common problems.

Fortunately, there is a third, better option in the form of agencies that offer professional copywriting services. These companies essentially deliver the best of both options A and B, without the headaches. Their copywriting services tend to be much more affordable and efficient than hiring internal staff, while being much more organized and apt to nail deadlines than typical freelancers.

**Let's explore this option in more detail.**

## Why Outsourcing is a Better Option

Recognizing the challenges in front of them, a growing number of public relations firms and marketing agencies—along with a wide range of these types of businesses and organizations—have decided to outsource their content creation to third-party copywriting service providers.

### ***A better way to scale***

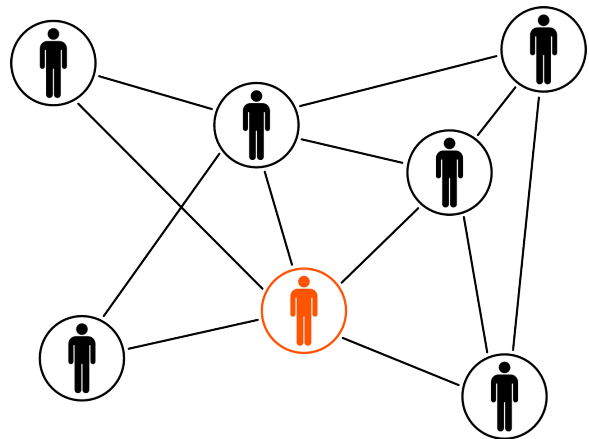
Although there are numerous benefits to taking this step, perhaps the most attractive is the fact that it makes content creation much easier and more efficient to scale with time. With an in-house content team, businesses often need to hire more people very quickly when they need to ramp up their content creation efforts—and then let people go if there's a lull.

This can create havoc for any business, making it nearly impossible to maintain consistency and keep employees happy.

By outsourcing your content creation, on the other hand, you can scale up and down as needed, without having to worry about your internal team's resources.

### ***A more cost-effective option***

Outsourcing to a professional copywriting service also tends to be much less expensive and time-consuming than hiring your own in-house staff or trying to manage freelancers. With a team of copywriters ready to create your articles, blog content, case studies and other various other types of content, your own team can focus on strategy, media planning, outreach and more important, higher-level marketing initiatives.



In addition to writing, these outsourced content creation providers can also help with things like topic development, editorial calendars, distribution and even brainstorming strategy. Thus, for CMOs, it's not difficult to see how working with third-party content writers can provide much-needed relief and flexibility.

### ***Access to experienced writers***

As many CMOs and other marketing professionals know all too well, it can be difficult hiring copywriters or freelancers who have the skills, experience and talent necessary to write on a variety of different topics. That's not a problem when you outsource content creation, as the best copywriting services out there have writers and editors who have developed content on virtually any subject you might imagine.

Thus, even if you operate in a very niche industry, it's likely that your content creation agency will have people on staff who have experience in your field—or who at least can learn about your needs very quickly.

## Finding the Ideal Content Creation Partner

Deciding to outsource your company's content creation is an important first step. But just as important is finding the right copywriting services provider to allow you to manage your content marketing efforts in an effective and efficient way. So what should you look for in a professional content writing service?



### ***Key attributes should guide your search***

Finding the best possible copywriting service may take some time, and you should be sure to do your research and ask the right questions when seeking potential partners. The following are some characteristics to consider as you conduct your search:

- ⇒ **Quality:** The copywriting firm you choose should have professional and skilled writers on staff, and you should be able to work with the same writer (or several writers) on each project.
- ⇒ **Experience:** If your content is industry-specific, make sure the outsourced content creation provider staffs writers who have written on your subject matter in the past. If desired, don't be afraid to ask for samples of previous content the agency has developed.
- ⇒ **Process:** Your copywriting service should have sound processes in place, and should also have the flexibility to adapt to your organization's processes. Some agencies will even "white label" their services, allowing you to protect your business in the way you see fit.
- ⇒ **Affordability:** Of course, it's important to work with a service provider that allows you to save on costs—one of the main reasons why businesses decide to outsource content in the first place.

## Why Work with ProPRcopy?

ProPRcopy has become one of the leading providers of outsourced content writing services in North America, working with a vast range of public relations firms, marketing agencies, B2B companies and various other businesses and organizations across nearly all industries. Our team competes on quality and affordability, delivering to our clients the following benefits:

- ⇒ A **personalized approach**, with your company working with a single dedicated editor and project lead. The same group of copywriters works on your content on a regular basis, ensuring consistency across your efforts.
- ⇒ Writers with **subject-specific experience**. With nearly 100 copywriters on our team, we draw from a pool of creative professionals who have written content for countless businesses and industries. Even if you compete in a very niche field, we likely have at least one writer who knows your subject matter.
- ⇒ An American firm, with content writers and editors who are all **based in the United States**, and who have at least a bachelor's degree and experience in public relations, marketing, advertising, communications and related fields.

**To learn more about partnering with a copywriting service provider as you look to outsource your content creation needs, we invite you to contact us today:**



**(800) 746-3121**

[info@proprcopy.com](mailto:info@proprcopy.com)

[www.proprcopy.com](http://www.proprcopy.com)