



HOW CAN MY BUSINESS BENEFIT FROM A CONTENT WRITER?

TAKING MY CONTENT TO THE NEXT LEVEL



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Without content, marketing doesn't exist. Ingestible in many different forms, content enables us to make connections, tell a story, offer something of value and communicate with our target audience.

The question is, do you know how to write the best content for your business? Do you have the time? Is it worth it?

Sometimes the best business decisions are born out of a realization that we can't do everything and certain tasks are better performed by someone else. Is content development one of those? And does your business really need its own content writer?

Only you can make that final call...

QUALITY CONTENT IS THE FOUNDATION OF ALL MARKETING FORMS

Every marketing initiative is based on content. SEO calls for articles, blogs, updated web pages, and pillar content production. Social media campaigns involve taglines, sub-taglines, catchy image text, video overlay text and captioning, and written posts. Video production requires a script before anything else. A great PR play needs press releases, media outreach and copy to promote events. And inbound and outbound marketing efforts need persuasive content of all different kinds to entice and convince people to take the next step.



UNDERSTAND THE VALUE OF GREAT CONTENT

Years ago, there was a time when the written word received quite a bit of flack.

“No one reads anymore.”

“Don’t write too much on your website, nobody’s going to read it anyways.”

“Content is useless. It’s all about images and videos.”

But, is this really true? Was it ever really the case?

I don’t know about you, but I most certainly do read. Particularly when I’m interested in a new product, or I’m trying to vet the best service to hire. As intelligent and savvy consumers, it’s in our very nature to ensure that we feel good about what we’re getting in exchange for our hard-earned money.

Be it a how-to video, a website, a brochure or a product package, we’re consuming content. And the better that content is crafted, with a keen focus on our needs as the end users, the better the chances of us buying.



THE STATS

BILL GATES SAID IT BEST WAY BACK IN 1996:

“CONTENT IS KING”.

And there are numbers to prove it...



As of the start of 2021, over 91% of businesses were using content marketing.

- SEMrush



90% of marketers currently using content marketing, plan to invest the same amount in their 2022 campaigns, and over 60% plan to spend more.

- HubSpot

Marketing through content has proved to be cost-effective.



80% of people want to learn about a company through custom content.

- Demand Metrics



74% of web readers pay attention to spelling and grammar quality.

- RealBusiness



Compared to those without one, almost 32% of companies with a content strategy realize over 27% bigger win rates.

- CSO Insights



59% of people say they would avoid doing business with a company that makes grammar and spelling mistakes.

- Codeless

GREAT CONTENT CHECKS OFF ALL THE BOXES



What exactly is “great content”?

Can we define it?

Content development tends to be subjective and different people may argue for different boxes, but I believe that, in order for content to be GREAT, it needs to check off the following boxes. Not one, but all of them.

- ✓ Error free
- ✓ Logical order
- ✓ Great flow
- ✓ Credible
- ✓ Earns trust
- ✓ Presents a story
- ✓ Answers key questions
- ✓ Holds engagement
- ✓ Touches on emotions
- ✓ Makes people feel something
- ✓ Inspires action
- ✓ Gets desired results

AN EXAMPLE IN ACTION

Think of an online video about a cookware set.

If the content is well-written, it checks off the first five boxes because content written by a professional is error free, it flows beautifully, the material is presented in a logical sequence, and because of all that, it shows credibility, earns the trust of the customer and takes them through a story about the cookware.

A great video script about cookware will address the important features and functions of the product, answering the most common questions from any at-home cook.

Maybe the video shows footage of someone using the beautiful cookware in their home, or demonstrates exactly what it can do. Content that paints a picture or describes something in great depth works to keep people engaged and appeal to their emotions, ultimately resulting in a response something along the lines of, “I’d love to have that!” or “This is the cookware set I’ve been waiting for!” or “I feel happy watching this and I want to feel that in my kitchen, too.”



KNOW WHAT YOU'RE GOOD AT AND WHAT YOU LOVE DOING

Great content writers are good at producing great content.

Think of your business and why you started it. That passion you have, the skillset you bring to the table and the focused energy you bring to your work every day – this is why you get up in the morning.

Freelance content writers feel the same way about what they do.

Naturally, the more we love something, believe in it and shape our skills around it, the better we are at it. You're an expert at your business, and a good content writer is an expert at theirs. So, make the wise decision to run your business, and leave the writing to a content development expert.



HIRING THE RIGHT CONTENT WRITER



Writing can be a daunting process (so my clients say). Ease your burden and lift that heavy weight off your shoulders because this is not where you ought to be spending the bulk of your time.

When you have a great content writer as your silent partner behind the scenes, you free up valuable time that can be spent doing what you do best: running your business like a champ!

The key is, you've got to hire the right writer. By "right", I mean the kind of writer who:

- Has the ability to write well
- Can write for a wide range of mediums
 - Website content
 - Articles and blogs
 - Brochures
 - Press releases
 - Advertisements
 - E-Books and whitepapers
- Is intuitive and skilled enough to write in a style and tone that reflects your business AND resonates with your target audience
- Has marketing know-how
- Puts in the necessary time to learn everything there is to know about your business before they start writing
- Conducts solid research
- Is highly responsive and sticks to deadlines
- Uses a proven and sensible process to ensure great results and your unquestionable satisfaction

NEVER LOOK UNPROFESSIONAL AGAIN

Let's face it, we're living in a time of misinformation, spam and people masquerading as something they're not.

Writing poorly is one of the worst first impressions you can give, and it immediately screams from the mountaintops, "Look out, this company is incompetent!"

Be it a website, brochure, blog post or digital ad, if your content is laden with sloppy spelling errors and grammar faux pas, the message you send isn't whatever you're trying to write about – it's that you are careless and unprofessional.

When you have a good freelance content writer to call on when the need arises, however, you have the ability to get your brilliant thoughts down on paper in a way that is polished, professional and reflective of who you are and what you do.



SAVE ON COSTS

Unless you're a large company with deep pockets, hiring freelance saves on costs.

If you see the value in having a professional content writer in your corner, you may have also come to the conclusion that it's too expensive to hire an employee full time. Plus, do you really have enough content jobs to fill a full-time writer's schedule? That's a lot of content. If you do, maybe employing a content writer is the right move, but for most small to mid-sized companies, finding a quality freelance writer is the way to go – and a significant amount of money can be saved in the process.

Even if you can afford to hire full-time and in-house, you may find that you actually prefer working with a freelancer. In fact, a lot of large companies do.

Take Google, for example. According to recent data, 54% of Google's entire workforce represents freelancers and independent contractors.

And that's not all.

47% of global workers are self-employed.

Approximately 50% of companies outsource content writing. Quality, however, is a persistent challenge they face...



HERE'S WHEN THE MAGIC HAPPENS

When it comes to content, quality is critical. And it only takes about 10 seconds to determine whether or not you're reading a quality piece of writing or not.

Now, let's take it a step further. When your content writer really "GETS" you and your business, that's when the true magic can begin.

It will become abundantly clear once you've found the right content writer for your business.

How?

Because that writer will produce content that clicks.

Content that's in your head, but that you can't get down on paper on your own. Content that oozes your brand's unique personality.

Content that relates to your audience.

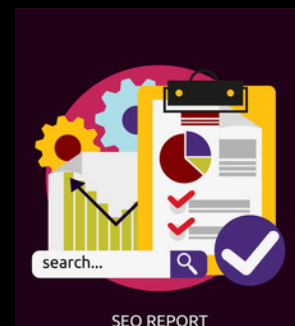
Content that gets the job done.

Your ideal writer will have built a solid relationship with you. There will be a synergy between you. When new writing projects pop up, you'll know you have someone to call on who already knows you and your business intimately. You'll save time vetting new writers, signing agreements and explaining your company over and over again, trying to ensure that your writer understands what you want. The style and tone are established, which means the new content can be written seamlessly and efficiently with faster turnarounds.



INCREASE YOUR SEARCH ENGINE RANKINGS

By partnering with a content writer who is available whenever the need arises, you can use their services to develop fresh content on a regular basis. This content can be purposeful, well thought out and inclusive of specific keywords that are targeted enough to help you gain traffic and improve your SEO rankings online.



GIVE YOUR BUSINESS A VOICE!

Every person needs a voice, and so does every business. Your freelance content writer brings that voice to life when you can't find the time. They help you communicate with clarity and maximum effectiveness. And when your subject matter is extra meaty or seemingly complex, a great content writer takes the time to understand who you are, what you do, and why it matters, and then writes in a way that your audience can easily grasp and relate to.



You are the one who knows your business best, but can you communicate all you know with absolute clarity, precision and engagement every time?

That's what a content writer is for. If executed well, your business is provided with content that is:

- Consistent
- High quality
- Reliable
- Fast

Great content ensures that your product or service is well understood. What is it? Why does it matter? How can it improve the lives of your target audience? In other words, "who cares"?



IMPROVE YOUR CUSTOMER EXPERIENCE

Customers won't always remember what they read, but they will remember how you made them feel. Original, well-written and immersive content that puts the wants, needs and preferences of your customers first, is the kind of content that grips people, touches on their emotions, induces an action and makes them feel a certain way they don't easily forget.

And that's the kind of content that gets people to take action.



PUT CONTENT WRITING ON THE PLATE OF AN EXPERT

STEP
1

Acknowledge the value of exceptional content.

STEP
2

Determine whether or not you can produce that level of content on your own.

STEP
3

(Likely) come to the conclusion that the answer to #2 is NO.

And now, you're ready for...

STEP
4

Take the job of content writing off your plate and make the decision to serve it on the plate of a professional content writer.

And if you can do that, you're ready for the final step.

STEP
5

Hire the right content writer for your business.

Then you get to reap the benefits of exceptional content that is true to your brand, relatable to your audience and written with a level of care and professionalism that gets you the results you deserve.