



# 10 Content Marketing Companies Compared

# Welcome

If you're like most digital marketers, you recognize that content marketing is essential to any effective lead generation strategy. But if you have been creating content for any length of time, you also realize it's difficult to keep up.

A recent survey from the [Content Marketing Institute](#) discovered that while most marketers are increasing their content marketing budgets, the greatest challenge they face is *producing engaging content consistently*.

If you have found yourself researching content marketing companies and attempting to weigh their various offerings, then this is your ebook. In the following pages, we'll compare 10 content marketing companies according to the following criteria:

- Services offered (What do they do?)
- Key differentiators (What makes them unique?)
- Pricing structure (How much do they cost?)
- Specific considerations for your marketing goals (What can they do for me?)



# 10 Interview Questions to Ask a Content Marketing Company

**Do you conduct keyword research?** One of the primary goals of content marketing is to help your company be found in organic search rankings. In order to know what to write about, you need to know what keywords you're targeting. Ask questions about their keyword research methodology, and ask to see samples.

**How will you understand my customers and business objectives?** You are the expert on your business, but your content marketing company will need to get up to speed quickly. How do they research your customer, your products, and your business? How do they determine your brand voice and style? Ask for samples.

**Do you have subject matter expertise in my vertical?** Good content marketing companies will have specialized content creators for your niche. Avoid content companies that have a "one writer fits all" approach. Again, ask for samples.

**Do your writers speak English as a first language?** Difficult as it is to believe, some content companies hire non-English speakers to deliver English-language content. To offer rock-bottom rates, these companies offshore their content creation, and the result is pretty much what you'd expect.

**Do you practice what you preach?** You want a company that excels at content marketing for their own business. Spend time on their blog and social media accounts asking questions like, "How often do they post content?" and "How good is the content they are posting?"

**Can you share some client success stories?** Hearing from real businesses is one of the most important components of your evaluation. Ask for retention rates. Ask for case studies. Ask for clients who are willing to share their experience. Great content companies won't be intimidated by this request; they'll want to share.

**Do you track ROI?** The great question with content marketing (the one you'll be asked by your boss) is, "What is this actually doing for our business?" Find out how they measure success, and how they'll report on hard metrics: your Return on Investment.

**Do you help me promote the content?** Without promotion, your content is largely invisible: even the best content will get lost in a sea of noise. The problem is, promotion is extremely difficult for most companies to build. Find out how they will help you promote your content, and what kind of traffic numbers to expect.

**Do you create content in-house, or outsource it?** The hidden secret is that many agencies are *middlemen*: they hire subcontractors to do the actual work, then mark up the price. Try to get a straight answer on where their writers are coming from: often you'll be better off going to the company they're using, thus eliminating the middleman.

**Can I trust you?** This one you may not want to ask out loud, but try to judge their trustworthiness. Will you have a contact person you can trust? Will the company give you full attention, or will they lose steam once the initial relationship wears off? You want to trust they're giving you their best. Having a little fun along the way never hurt, either.



Asking these  
ten simple  
questions can  
help you see  
how each  
content  
marketing  
company  
measures up.

# Media Shower

## At a Glance:

Media Shower is an end-to-end content marketing platform. Media Shower customizes a **content strategy** for your business, then assigns a **dedicated writing and editorial team** to come up with ideas, write content, and publish directly to your blog. Media Shower then helps you **promote** that content, with a variety of programs that generate quality inbound links, driving fresh streams of traffic and leads.

## Pricing:

\$49 per article; \$99 per promotion; monthly packages starting from \$499. **Your first article is free** [[click this link to redeem](#)].

## Consider Media Shower if:

You are a small to medium-sized business looking to produce quality content that increases organic search ranking, and drive more traffic, leads, and customers.

## Media Shower might not be a good fit if:

You are looking for video content, infographics, or do-it-yourself content software. Or, if you are just starting out with marketing, and do not have an established paid search campaign.



Website: [mediashower.com](http://mediashower.com)

Google PageRank: 5

**Customer reviews:** “Content is Media Shower’s strength. They are very good at finding interesting ways of talking about our business, and getting our users engaged with our blog.” “Definitely great value for the money ... we have been using Media Shower for promotion services, and the quality is what you’d expect to find from companies charging 2-3x as much. Highly recommended.”

# Brafton Media

## At a Glance:

Brafton is a full service online marketing company, with a suite of services ranging from content creation to graphic design to social media marketing. Brafton's integrated approach means they can manage more than just content, helping you acquire more customers. Brafton also focuses on topical content (like industry news) that your target audience might find relevant. These pieces help Brafton clients capitalize on current industry trends.

## Pricing:

Not disclosed on their website.

## Consider Brafton if:

You are looking for a content marketing agency with a full suite of services (content, video, on-page SEO, analytics, graphics, and social media marketing).

## Brafton might not be a good fit if:

You are looking to rank in the first page of search engines for your target keywords.

Brafton does optimize on-page SEO for search engines, but they do not advertise any service to build high ranking inbound links to your site.



Website: [brafton.com](https://brafton.com)

Google PageRank: 5

**Customer review:** "We came to Brafton initially for a YouTube campaign. 'Pleasantly surprised' is pretty much the way I would sum up the experience. There was a lot of freedom given to the team to make it work based on a very rough script, and the delivery came back as if we had done it. Conceptually everything was nailed."

– Michael Sabia,  
fromyouflowers.com

# Skyword

## At a Glance:

Skyword specializes in high-end branded content intended to stand out from the pack. The company focuses on telling stories that capture emotion, as well as scaling content reach with software and distribution.

Skyword boasts a clearinghouse of thousands of writers, designers, and videographers to help your company tell its story. Take a look at Skywords' "Moving Stories" Portfolio (<http://www.skyword.com/moving-stories/>) which boasts brand-name clients like New Balance, IBM and AutoTrader.

## Pricing:

Not disclosed on their website.

## Consider Skyword if:

You are a large company with a robust marketing budget, looking for content with a high dollar production value. Or, if you need to scale content creation with a large pool of content creators.

## Skyword might not be a good fit if:

You're a small to medium sized business with a limited marketing budget.

The Skyword logo is displayed in a blue, sans-serif font with a slight drop shadow effect.

Website: [skyword.com](http://www.skyword.com)

Google PageRank: 6

**Customer review:** "For The Trading Deck, we knew we had to manage the writers and the editorial process differently than we do for our staff writers. We could not have accomplished this without the Skyword platform."

-Jonathan Krim,  
Marketwatch.com

# Contently

## At a Glance:

Content.ly is focused on writing great stories that make a difference in the world. They boast 40,000 journalists sitting on top of a robust software engine. Their approach has three components:

- Create: come up with ideas, and assign talented writers to your project.
- Engage: drive traffic with paid distribution, social amplification and email marketing.
- Optimize: track your content metrics to improve engagement, conversion and ROI.

## Pricing:

\$4,750.00 annual subscription to Contently's software system, which helps match you with great journalists. \$350.00 and up for individual content pieces.

## Consider Content.ly if:

You have the budget for high-end content and are in need of a software platform to manage your in-house content creation.

## Content.ly might not be a good fit if:

You are looking to improve your rank in search engines, as Contently is not focused on SEO or organic search rankings.

The Contently logo is displayed in a light blue, rounded, sans-serif font against a white background.

Website: [contently.com](https://www.contently.com)

Google PageRank: 6

**Customer review:** “Brands like GE, which are already telling stories, can benefit from Contently's access to a huge pool of journalistic talent. It's like a supermarket for writers. You can pick and choose the writers who suit you the best.”

- Tomas Kellner,  
GE Reports



# WriterAccess

## At a Glance:

WriterAccess.com is a content writing service that offers blog posts, white papers and other forms of content, all written by USA-based writers. Customers select writers by quality rating; writers are rated from 2 to 5 stars, with higher-rated writers costing more. After placing a \$50 deposit, customers try out writers, place orders, manage the workflow, then publish the finished content.

## Pricing:

From \$.02 to \$2.00 per word, based on the quality of writer selected. For example, a 500-word article would range from \$10.00 - \$1000.00.

## Consider WriterAccess if:

You need content but have a meager budget, or you need a software platform to manage scalable content creation.

## WriterAccess might not be a good fit if:

You need content strategy, or if you are looking for high quality inbound links. WriterAccess is a do-it-yourself platform to hire writers.

The logo for WriterAccess, with "Writer" in black and "Access" in green.

Website: [writeraccess.com](http://writeraccess.com)

Google PageRank: 3

**Customer review:** “I’ve worked with other writing services before and was a bit worried I would never get the quality of writing I desired. Finally, I found writers that I love. They’re responsive, they have bios, better yet...I can see the face behind the name, breaking down the wall between client and writer. So far, I love this service and find a great deal of value with WriterAccess.”

– Susan S.

# Zerys

## At a Glance:

Zerys.com offers a step-by-step system for customers who need content:

- You use the system's tools to find the best topics to write about.
- You then research writers, who are ranked from 3 to 5 stars.
- You post the titles to the system's job board, or to a specific writer.
- After your content is written, the system returns to you for review.
- After approval, the content is released to you for publishing.

## Pricing:

The average customer spends \$15 per content piece.

## Consider Zerys if:

You need a do-it-yourself content creation platform to support your internal process, along with access to a large pool of writers to write content for your company.

## Zerys might not be a good fit if:

You need content strategy, or if you are looking for high quality inbound links. Zerys is a do-it-yourself platform to hire writers.



Website: [zerys.com](http://zerys.com)

Google PageRank: 4

**Customer review:** "I am just so busy, trying to cobble together weekly blog posts just wasn't happening for me. Zerys fixed that at a very reasonable cost."

– Roscoe Coffman,  
Hi Caliber Signs

# Textbroker

## At a Glance:

Textbroker.com is a writer marketplace that offers USA-based writers ranging from beginners to experts. Clients submit content orders, assigning them to one of Textbroker's 1000+ writers, who are ranked from 2 to 5 stars. Textbroker also offers a managed service, where a dedicated account manager will take care of your entire content project (minimum \$2,500.00 budget). Textbroker also offers international content, with the capability to write in ten different languages.

## Pricing:

- 5-star writers: \$6.70 per 100 words
- 4-star writers: \$2.20 per 100 words
- 3-star writers: \$1.60 per 100 words
- 2-star writers: \$1.20 per 100 words

## Consider Textbroker if:

You need a do-it-yourself content marketplace of writers, or you need low-cost content written in multiple languages.

## Textbroker might not be a good fit if:

You need content strategy, or if you are looking for high quality content or inbound links. Textbroker is a do-it-yourself platform to hire writers.



Website: [textbroker.com](http://textbroker.com)

Google PageRank: 4

**Customer review:** "I've used Textbroker as a client actually submitting requests for articles to be written. They provide a good interface for managing your article writing assignments and for defining the requirements that you have for the assignment (as the client requesting an article to be written)."

– Michael B. via sitejabber.com

# BKA Content

## At a Glance:

BKA Content focuses on servicing small businesses and SEO agencies with ready-made content, as well as building inbound links. The company can write articles, blog posts, page rewrites, landing pages, press releases, and product descriptions. They are a great fit for companies that have regular, customized content orders.

## Pricing

- SEO Articles: \$4.50-\$37.75
- META Descriptions: \$2.25-\$2.63
- Premium Articles: \$7.50-\$56.75
- Blog Posts: \$15.00-\$80.25
- Product Descriptions: \$4.00-\$56.75
- Page Rewrites: \$13.25-\$68.50
- Press Releases: \$42.00-\$80.75

## Consider BKA Content if:

You need SEO-focused copywriting across a variety of content types, or you need inbound links to build organic search ranking.

## BKA Content might not be a good fit if:

You need video content, you need social media strategy, or if you are looking for high-end or technical content.



Website: [bkacontent.com](http://bkacontent.com)

Google PageRank: 0

**Customer review:** "BKA Content and their team of writers do an amazing job. They take the time to create a good working relationship and make sure I always get what I need. I have been ordering their articles for about a year now and in that time I have made some pretty large orders with short deadlines, but they always come through without a hitch."

- Jordan J., EWS Sales

# DigitalSherpa

## At a Glance:

DigitalSherpa is a marketing agency that offers services ranging from blog writing to social media marketing to a digital marketing dashboard that helps you track and measure results. DigitalSherpa aims to help clients generate web traffic to generate leads through tightly aligned content that drives actino.

## Pricing

- Content Marketing: Starting at \$179.00/month
- Social Media Marketing: Starting at \$179.00/month
- Comprehensive packages: Starting at \$549.00/month
- Web Design: Starting at \$975.00

**Consider Digital Sherpa if:** You need comprehensive digital marketing support (blog, social media, analytics), or if you are looking for web design in addition to content marketing.

## Digital Sherpa might not be a good fit if:

You are looking to quickly build organic search results (no inbound link services included).



Website: [digitalsherpa.com](http://digitalsherpa.com)  
Google PageRank: 5

**Customer review:** “Digital Sherpa has become an invaluable tool to our company’s efforts in leveraging our voice online and in the intricate world of social media.”

– Crystal Tolen,  
Case & Associates

# Stratagon

## At a Glance:

Stratagon aims to help clients drive traffic, generate leads, convert leads, then measure and analyze their results through the following four components:

- Inbound Marketing
- Integrated Marketing (branding and marketing automation)
- Experiential Marketing (events, trade shows, etc.)
- Sales/Marketing Automation (HubSpot, Salesforce, etc.)

## Pricing

Undisclosed on website.

**Consider Stratagon if:** You are looking for an integrated marketing solution that ties into your existing sales and marketing infrastructure, or if you are looking for a full-scale marketing company.

## Stratagon might not be a good fit if:

You're a small to medium-sized business with a limited marketing budget.



Website: [stratagon.com](http://stratagon.com)

Google PageRank: 0

# Comparison Grid

Services	Media Shower	Brafton	Skyword	Contently	WriterAccess	Zerys	Textbroker	BKA Content	DigitalSherpa	Stratagon
Content Creation Platform	x		x	x	x	x	x	x	x	x
Strategic Planning	x	x	x				x		x	x
Content Creation	x	x	x	x	x	x	x	x	x	x
Content Promotion	x		x	x			x			
Ebook Creation	x							x		x
Social Media Management		x		x					x	
Graphic Design		x								
Video Production		x								
Editorial Support	x	x	x	x	x		x	x	x	x
<b>Extras</b>										
Dedicated SEO/Editor	X							x	x	
Dedicated Account Manager	X	x							x	
Content Analytics	X			x	x				x	x
ROI Tracking	X	x		x					x	x
Integration with HubSpot	X									x
Multiple Languages							x			
<b>SEO</b>										
Keyword Research	x	x					x	x	x	x
On-Page Optimization	x	x					x	x	x	x
Inbound Link Building	x							x		
Tracking Keyword Progress	x							x	x	x
Search Engine Ranking	x							x	x	x
<b>Pricing</b>										
Per Article	\$49	undisclosed	undisclosed	\$4,750 Annual + \$350 per Content Piece	\$50 Deposit + \$0.02-\$2.00 per word	Average \$15	(Per 100 Words) Professional: \$6.70 Excellent: \$2.20 Average: \$1.60 Legible: \$1.20	\$4.50-\$56.75	N/A	undisclosed
Per Link	\$99	N/A	N/A	N/A	N/A	N/A	N/A	undisclosed	N/A	N/A
For Managed Services	\$499-\$1999/month	undisclosed	undisclosed	\$4,750 Annual + \$350 per Content Piece	N/A	N/A	N/A	N/A	Starting at \$179/month	undisclosed

Speaking of free offers, we at Media Shower are happy to create one terrific piece of content for you, at no charge. Our free content offer will show you the quality of the work we produce, and also show you how easy our system is to use.

If you're interested, please feel free to call us at contact us at 617-564-3443, or drop us an email at [success@mediashower.com](mailto:success@mediashower.com).

Contact Us



<http://www.mediashower.com> | 617-564-3443