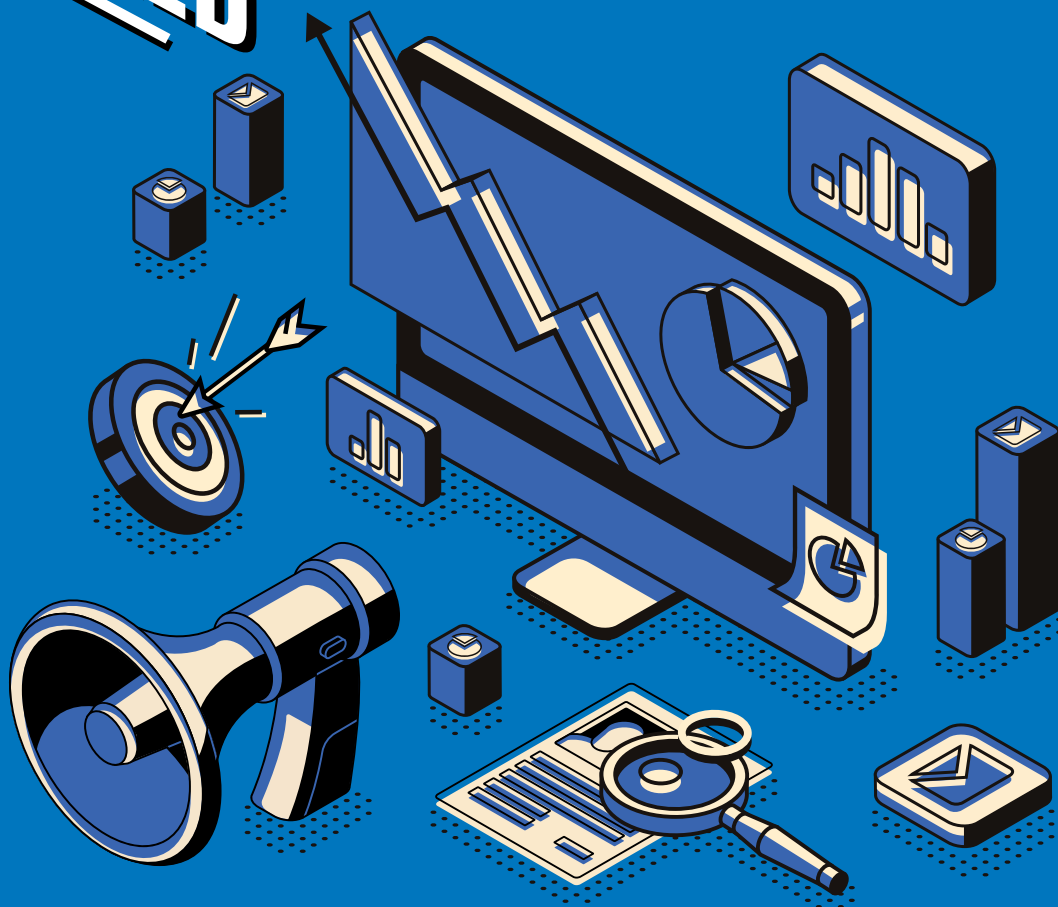


10 CONTENT MARKETING COMPANIES COMPARED



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

- 1 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.
- 2 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.
- 3 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.
- 4 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.
- 5 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?"
- 6 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 experiences. Great content companies won't be intimidated by this request; they'll want to share.



- 7 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.
- 8 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.
- 9 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.
- 10 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:

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.



MEDIA SHOWER

Website

[mediashower.com](https://www.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.



BRAFTON MEDIA

Website brafton.com

Google PageRank: **5**



PRICING:

Not disclosed on their website.



“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



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.

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.



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.

SKYWORD

BRAFTON MEDIA

Website

[skyword.com](https://www.skyword.com)

Google
PageRank:

6

“

CUSTOMER REVIEWS

“It’s absolutely invaluable to have a partner so reliable when it comes to delivering high-quality output with no micromangement. Being able to spend more time on strategy has enabled me to get sign-off and actually scale content across more of our university.”

—Chris Mumford,
Western Governors University

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.

Contently

CONTENTLY

Website

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

Google
PageRank:

7

“

CUSTOMER REVIEWS

“Contently provided Cox Communications with an editorial platform that allowed for a streamlined content creation process, as well as access to passionate writers who are not afraid to go the extra.”

—John Parris,
Cox Communications

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 US-based writers. Customers select writers by quality rating; writers are rated from 2 to 6 stars, with higher-rated writers costing more. A platform with varying monthly subscription costs has also been added to provide more services such as content analytics and design elements.



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 still primarily a do-it-yourself platform to hire writers.



WRITERACCESS

Website writeraccess.com

Google PageRank: **5**



CUSTOMER REVIEWS

“We’ve been able to order content for our clients that gives us exactly what we—and our clients—need. From user-friendly interfaces to the ability to communicate on a regular basis with writers, WriterAccess provides my company with the tools we need to post awesome content on the Internet.”
—Sharmin Kent,
Content Marketing Coordinator

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 \$40 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.



ZERYS

Website

zerys.com

Google
PageRank:

4



CUSTOMER REVIEWS

“Zerys allows us to scale content creation for topics needed on our own blogs and client blogs. We can network to find writers who are skilled in that content area and who can write content geared to our specifications. It saves time, creates efficiencies, and lowers cost of each content piece. Previously, our team was trying to write in areas of non-expertise which took longer to write.”

—Mike Gingerich,
Digital Hill Multimedia

Textbroker



AT A GLANCE:

Textbroker.com is a writer marketplace that offers US-based writers ranging from beginners to experts. Clients submit content orders, assigning them to one of Textbroker's 1,000+ 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: \$7.60 per 100 words
- 4-star writers: \$3.10 per 100 words
- 3-star writers: \$2.40 per 100 words
- 2-star writers: \$1.90 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.

textbroker

TEXTBROKER

Website

textbroker.com

Google
PageRank:

5

“

CUSTOMER REVIEWS

“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:

Pricing is tiered by level of content needed, with custom add-ons for SEO and editing. 500-word blog posts range from \$25.50 to \$66.30, with editing costing an additional 1.5 cents/word.



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.



BKA CONTENT

Website

bkacontent.com

Google
PageRank:

4



CUSTOMER REVIEWS

“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

Scripted



AT A GLANCE:

Scripted is a content platform that requires a monthly membership fee for access to its services and writers. All levels offer blog ideas, SEO and revisions if needed.



PRICING:

- Self-serve basic: \$199.00/month, includes \$100 in content credit
- Self-serve premium: \$499.00/month, includes account representative and content strategy
- Full service “turnkey” plans include agency and enterprise Level from \$15,500 annually to \$10,000 per month.



CONSIDER SCRIPTED IF:

You need content ideas and want SEO, content strategy, or a full turnkey solution and have a substantial content marketing budget.



SCRIPTED MIGHT NOT BE A GOOD FIT IF:

You don't want to choose from among thousands of writers without really knowing their qualifications, or if you just want basic content.



SCRIPTED

Website

scripted.com

Google
PageRank:

5



CUSTOMER REVIEWS

“The simplicity of Scripted makes content marketing easy, and the quality of deliverables for the specific needs we have has been excellent. I am very happy we found Scripted as a resource we can rely on for our marketing needs.”

—Charlie Riley,
Lawley

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.



STRATAGON

Website

stratagon.com

Google
PageRank:

3



CUSTOMER REVIEWS

| Services | Media Shower | Brafton | Skyword | Contently | WriterAccess | Zerys | Textbroker | BKA Content | Scripted | 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 | | |
| Social Media Management | | X | | X | | | | | | |
| Graphic Design | | X | | | | | | | | |
| Video production | | X | | | | | | | | |
| Editorial Support | X | X | X | X | X | | X | X | X | X |
| Extras | | | | | | | | | | |
| Dedicated SEO/Editor | X | | | | | | | X | | |
| Dedicated Account Manager | X | X | | | | | | | X | |
| Content Analytics | X | | | X | X | | | | | X |
| ROI Tracking | X | X | | X | | | | | | X |
| Integration with Hubspot | X | | | | | | | | | X |
| Multiple Languages | | | | | | | X | | | |
| SEO | | | | | | | | | | |
| Keyword Research | X | X | | | | | X | X | | X |
| On-Page Optimization | X | X | | | | | X | X | | X |
| Inbound Link Building | X | | | | | | | X | | |
| Tracking Keyword Progress | X | | | | | | | X | | X |
| Search Engine Ranking | X | | | | | | | X | | X |
| PRICING | | | | | | | | | | |
| Per Article | Monthly packages starting from \$499. Your first article is free [click this link to redeem] . | undisclosed | undisclosed | \$4,750 Annual + \$350 per Content Piece | \$50 Deposit + \$.02-\$2.00 per word | Average \$15 | (Per 100 Words) Professional: \$7.60 Excellent: \$3.10 Average: \$2.40 Legible: \$1.90 | \$25.50 to \$66.30 per 500 words, editing additional 1.5 cents/word | Undisclosed, requires \$199/month and up subscription fee | undisclosed |
| For Managed Services | | undisclosed | undisclosed | \$4,750 Annual + \$350 per Content Piece | N/A | N/A | N/A | N/A | Starting at \$199/month | undisclosed |



CONTACT US

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 **617-564-3443**, or drop us an email at success@mediashower.com.

FREE CONTENT