

6-steps to Outsource Content Marketing

1. Figure out what content you need help with

- Identify specific content tasks you need assistance with, such as content research, writing, video editing, or promotion
- Determine current bottlenecks and tasks that are too time-consuming or require expertise you lack

2. Outline your budget

- Define your budget for outsourcing content marketing
- Consider the value of investing in quality content creators, balancing cost with potential return on investment

3. Decide between hiring a freelancer or an agency

- Evaluate the scope of your content needs to choose between a freelancer and a content marketing agency
- Consider the future scalability of your content marketing efforts and the benefits of a full-service agency

4. Evaluate the quality of past work

- Review portfolios, case studies, and client testimonials of potential content marketers
- Use third-party review tools and request work samples, especially relevant to your industry

5. Ask plenty of questions

- Inquire about the content marketer's SEO experience, content creation process, typical project timelines, and industry experience
- Ensure transparency in pricing and the content process to avoid surprises

6. Provide detailed guidelines and expectations

- Share your brand guidelines, style guide, and any necessary resources (e.g., logos, photos) with your content marketer
- Clearly communicate your timeline, expectations, and specific requirements to minimize revisions and ensure timely delivery