

# High-quality content **in online marketing**

## Part 3

**[www.textbroker.co.uk](http://www.textbroker.co.uk)**

Greater success with powerful  
copy for every  
online marketing project



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# All roads lead to content. How to get the best content you need

## Picture the scene...

The work is piling up on your desk, and on top of this, you've got to write your company's blog for the week? Or maybe your general stock has grown in your online store, and now you need heaps of product descriptions for the new items? Even if you're a passionate writer, surely you work most productively when you're focused on your main tasks. So where are you going to get your texts? Would it pay off to start building on your own in-house team of editors? Or would it make more sense to just outsource to an agency? Perhaps you think an online content marketplace would be the solution. Who is going to write for you and which solution actually fits your needs best? This is the third part in our series on content for online marketing, and here we're giving you an overview of all the possibilities available to you.



# If authenticity is your aim, then write yourself

## Write your own content



### Level of monitoring

Especially for those who are less keen on writing, it's very time and energy consuming - researching, writing and checking quality takes up a lot of time.



### Costs

High - you pay with your time. Especially if writing isn't your main responsibility, or even job, the time you concentrate on this activity is costly.



### Authenticity and knowledge of the target audience

Great - In the long term, though, there is a danger of a certain blindness, of approaching the topics which really matter to the target audience with blinkered vision.



### Topic diversity

Dependent on the business and its workers.



### Text quality

Great through to unprofessional - the quality of content and linguistic style is determined by the writing talent of the workers and their subject knowledge.



### More languages

Dependent on the company and its workers.

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### Scalability

Minimal, as the greatest number of texts which can be created in a set time frame by one person is really limited.

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**Do you need an expert text to a specific, niche topic that your company specialises in? Then it's best to write this text yourself. After all, who knows their way around the topic better than you? With a well-founded blog post, you can really show your competency. Especially with company blogs - provided there is available man-power - they should be written by the workers themselves. A blog entry from the boss really adds to the company's authenticity.**

A business blog isn't just something for the boss, though. There are plenty of companies who let their workers blog something about their department. Lufthansa, for example, allows trainees and apprentices to share their experiences on the career page, essentially creating a great blog. Based on this, young applicants can form an image of life in the company themselves, and the different writing styles show the reader that various

writers, regardless of their position in the company, have composed the articles. It's the authenticity of the content which is the blog's real advantage.

**! Hit your branch on the nerve.**

A blog with a comments function effectively ensures a company's managing directors will get directly involved with the organisation's main target audience, as blog comments often turn into really engaging discussions. When workers are the authors of the articles, the language used will fit ideally with the target group. At the end of the day, you and your workers know your field much better than any PR agency. Do watch out, though, as not every enthusiastic worker is a fantastic author. For this reason, you will need to check and review the content written. Have the work checked over by someone who really knows their written words! If you do really enjoy writing, some real cash can be saved by coming up with your own content. When you see the costs of online content agencies, you're bound to think "I can do that cheaper myself".

**WATCH OUT!**



Don't forget, though, that an out-of-practice hobby author from your warehouse or sales department is going to need a lot more time to come up with the content than a professional writer would.

## When you have a lot to say:

### In-House Editors



#### Level of monitoring

High - managing the copywriters demands time, though agreeing on the content will be simplified through their permanent presence.



#### Costs

Very high - full time employees bring equally high costs.



#### Authenticity and Knowledge of the target audience.

Great - and certainly there is the potential danger of a blinkered vision approach to the target audience.



#### Topic diversity

Dependent on the business.



#### Text Quality

As the writers can concentrate exclusively on your content and write only for your company, the quality of the work will be high.



### Multi-lingual Options

Dependent on the business and its employees.

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### Scalability

Content production is limited in terms of scalability as the number of copywriters remains set.

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If you want to keep your business' website or blogs continually updated with fresh content, and on a long-term basis, then you'll have to think about having your own in-house copywriters. This is the fastest and most efficient way of creating new topics and getting content for publishing.

**In addition to this, in-house copywriters can focus exclusively on creating the content for your business. It becomes easier for permanent staff to achieve a high degree of subject expertise, and they can really internalise the 'wording' of the company. This is one of the best ways to ensure that the company's image is maintained and presented within the content.**

A fixed body of copywriters will deliver constant quality in their work. Certainly, however, you will have to pay for the benefits an in-house team brings: Having fixed employees will only pay off when you really do continually need many articles on current topics. Unfortunately, an in-house team isn't immune to a certain business blindness. There is the possibility that they would lose sight of the issues which are important to your client base.

## Support from a communications expert

### Agency



#### Level of Monitoring

Briefing is demanding, and often meetings and telephone conferences are necessary. The agreement on content is often more trying than working with an in-house team.



#### Costs

High - in the majority of cases, payment is by the hour.



#### Authenticity and knowledge of the target audience

Limited knowledge of the target audience; authenticity is dependent on the briefing and the skill of the agency.



#### Topic Diversity

High, many agencies have specialised areas of expertise.



#### Text Quality

Very high quality content and fluency of text, suitable preparation of the content for various media.



### Multi Lingual Options

Dependent on the agency.

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### Scalability

Text production is on a limited scale only, since agencies only have access to certain resources and additionally have to take care of other clients.

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Do you just need texts every now and again? Maybe for an advertising campaign or general publicity material? Then an agency is probably the most logical solution for you. They are well experienced in everything to do with communication and are more than capable of coming up with phrases that are particularly effective with certain audiences.

Apart from this, an agency will be able to view your company with a level of objectivity which just isn't possible with an in-house team. An agency will be able to express the things you need conveyed, but in fresh words. They're not going to rely on the tired, old expressions your company has used for ages.

Agencies have to find their own answers to questions about what your company actually does and why customers come to you. It's exactly for this reason that they are able to find unique expressions to really target what you want to say.

### ! Going the distance or working on call?

If you choose to contract an agency with your content orders for new online campaigns, then you'll save a lot of time: Rather than leaving your own work hanging because you've got to focus on content writing, you can start concentrating again on your main expertise.

That said, an agency isn't all plus points. Working with an agency offers much less flexibility than with an in-house team. Want to just stop by the office and discuss your idea for the next flyer? You can't do that when you're working with an agency. It might also be tricky for an agency to get the desired tone for your company just right. So do be critical and check whether or not the word choice of external professionals actually fits with your company's image and target audience.

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## Personal and flexible

### Working with freelance writers



#### Level of monitoring

High - a thorough briefing, good co-operation as well as in-depth quality checks on the finished product are necessary. On top of this, calculate in the time needed for checking and producing the writers' bills.



#### Costs

Dependent on the writer.



#### Authenticity and knowledge of the target audience

Dependent on the writer.

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### Topic Diversity

Great

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### Text Quality

Dependent on the writer.

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### Multi-lingual Options

Great

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### Scalability

Great levels of scalability, but demanding in terms of project coordination.

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So you need an article of journalistic quality, but don't want to spend forever hammering at the keys yourself? Then you might want to consider working with a freelance writer. There are a great number of freelance writers available, many of whom will have in-depth subject knowledge and experience in different topic areas, and the Internet makes it easy to find these professionals.

With the option of contracting out subject-specific writers, you'll be able to find authors who have experience working with the subject and the target audience. In addition, through personal contact with the writer, you're able to exchange important details, and often this ends up in a long-term cooperation. An added plus: Many writers will accept work at short notice,

which grants you additional flexibility.

You certainly shouldn't underestimate the amount of time and energy demanded by working with freelance writers. Each new text project will require a new and detailed brief. In addition to this, freelance writers usually work for numerous contractors, meaning that they may take a short while to get the exact wording for your company's image right.

Submitted articles then have to be checked for quality and possibly even worked on further. It's important to mention also that external writers don't commonly have access to your company's programming, the result being that uploading the content will fall back on you.

## Price conscious and diverse

### Content marketplace



#### Level of monitoring

Depending on the type of content ordered, a really thorough quality check might be needed. Order processing is convenient through the standardised forms or programme steps.



#### Costs

Towards the lower end of the scale and based on variables, rather than fixed fees - Outsourcing the entire author search and management, as well as invoicing.



### **Authenticity and knowledge of the target audience**

Whether or not an article's tone fits with your company's image is really determined by the briefing and the chosen writer.



### **Topic Diversity**

Very high due to the number of writers.



### **Text quality**

The language and content quality is really dependent on the author and can be determined to a certain extent by the price per word.



### **Multi-lingual Options**

High. Content can be easily produced in many languages by native speakers.



### **Scalability**

Even with a high number of orders, projects can be easily planned in advance without extra costs, given that thousands of writers can be called upon.

Do you want to freshen up numerous websites, blogs or online shops with new content on diverse topics? Do you actually have the time to do this? Especially when you need to get multiple short texts created, for example product descriptions or tweets, an agency is likely not to be the best option. In this case, working with a content marketplace is certainly more practical. An incredible number of writers are registered, effectively meaning that even if you're working in a niche area, the chances are great that you'll still find an author for your work.

### > **International and scalable**

Do you need content in different languages? With content marketplaces, you can easily order your content and get it written in multiple languages by native speakers.

Content marketplaces are really suitable for those clients with a varying need for content. Whenever you need content, you can just place as many orders for articles as you need. A further plus point is that you have access to a large number of writers, meaning your content production is scalable - all that with no added fees.

In addition to this, many marketplaces have steps built into their site to easily enable you to order new articles via their CMS. There may even be the option to upload your finished articles directly to the sites you need them to be placed on.

If you order content via an online marketplace, you'll be able to calculate the

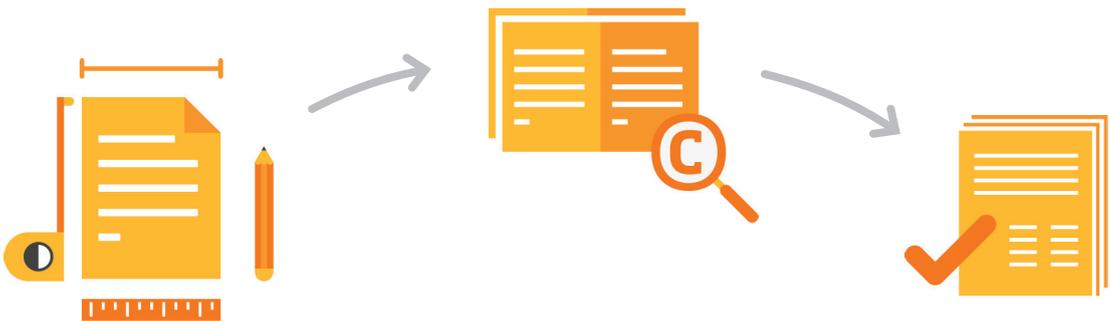
costs easily and exactly. You pay per word and you'd only pay for the maximum number of words you've ordered.

> **Tell the writers what you need**

For you to be happy with the completed article, make sure you submit a thorough briefing for the writer. What do you want the article to do? Who's going to be reading the text? Which aspects of the content are most important to you? It's also important to say what you don't want in the text. Tell the writer in detail what you need, and let them know what you want to do with the content.

If you need HTML formatting and certain keywords in your content, online marketplaces often have an inbuilt form for this, making the whole order process easy.

Not only do online content marketplaces give you access to countless writers, they also simplify your financing too. Instead of having to invoice



each individual writer, you'll normally just get one invoice for your entire account or order batch.

Do you want to personally discuss your projects with a writer to make sure every single detail is just right? Then an online marketplace probably isn't the best option for you. Generally speaking, it's not permitted for clients to exchange contact details with writers, though in extreme situations it may be permitted for a one-off telephone call. This is, however, a real exception to the rules.

It's exactly for this reason that the order briefing has to be clear and thorough. Once the author has genuinely understood the requirements given in your briefing, they are then able to concentrate purely on writing. That's certainly an advantage for you.

### > **Do you need help realising your content projects?**

With our new exclusive service, in addition to our high-value self-service model, we now offer complete project management, where we take care of your entire project:

From the author search through to the briefing, author management and quality proofing, you can order as many service options as you need.

For a no-obligation chat about your projects and our management service, please do get in touch with [stephan.hack@textbroker.co.uk](mailto:stephan.hack@textbroker.co.uk)

## › You can see for yourself

There is no one single 'best' way to get the content you need. It really does depend on how often you're going to need a certain type of article and what you're intending to achieve with it. Communicate your intentions clearly and decide on each case individually. This way, your text projects will be in the right hands, every time.



### TIP

**Make your communication aims clear and ask yourself the following: Does it really make sense to write this complex text yourself? Would an expert in communication be the better person to write this article rather than you? Or do you need so many different articles that an entire team of authors with the necessary subject knowledge would be recommended?**

## Closing points

Certainly, one of the most important aspects of any marketing campaign is the advertising. Advert copy is an aspect of writing which even some of the most talented writers struggle with. If you've ever wondered what it is exactly which makes some advertising copy so successful, and why it is so difficult to write, then check out our ebook coming soon!

Did you like what you've read  
**and want to know more?**

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with our regular posts on everything that's new in  
the world of content!



**I like it too!**

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## **Edition Notice**

Responsible for the content

**Textbroker - Sario Marketing GmbH**

Jan Becker-Fochler

Große Bleiche 46

D-55116 Mainz

Tel: +44 1214 685 191

Fax: +49 6131 69337-68

**[www.textbroker.eu](http://www.textbroker.eu)**

Work on this Edition:

Vikki Gaines

Aaron Smiles

Katharina Bellinger

Isabel Kiely

Sebastian Becker

Johannes Braun

Design and Layout:

Jan Lengwenat

Sebastian Becker

