

# HOW TO PICK A CONTENT AGENCY

WHAT TYPE OF CONTENT AGENCY IS  
BEST FOR YOU?



IRIS WRITING INTERNATIONAL

# How To Pick A Content Agency?

---

## WHAT ARE YOUR OPTIONS?

Outsourcing your content to a reputable agency can bring major benefits. While both working with freelancers directly and hiring an overseas content farm can be viable options, they don't begin to grasp the complexities of what a professional agency can offer.

When you choose to work with an agency, you can upscale the quantity, quality, and reach of your content dramatically.

A specialized content writing service will help you streamline content creation, improve efficiency, and upgrade your capabilities.







# WHAT IS THE DIFFERENCES BETWEEN CONTENT DONE BY **AN AGENCY**

A CONTENT FARM

&

**A FREELANCE PLATFORM**

---

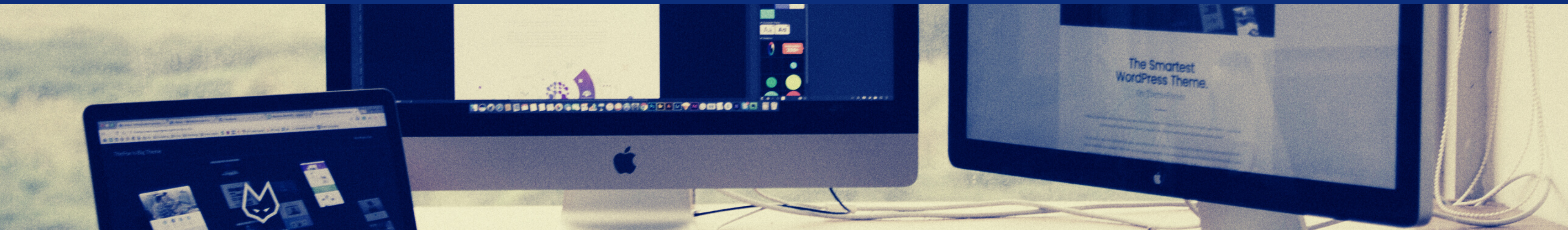
# Content Farms

---

Some people feel content farms, as they are disparagingly termed, are holding search engines “hostage” to put it less bluntly. Their content dominates search results, which wouldn’t be a problem if it were always helpful and useful. It is usually poorly researched and of low quality albeit offering the benefit of a dramatically lower cost base.

Content farms save money on distribution and production costs by paying writers and editors much less than agencies. This also accounts for the quality of the end product. Google is taking measures to reduce the frequency, with which content farm results show up. They released a Chrome extension enabling users to block results they perceive as spam. That blocking data returns to the search engine, where it integrates as result ranking input.

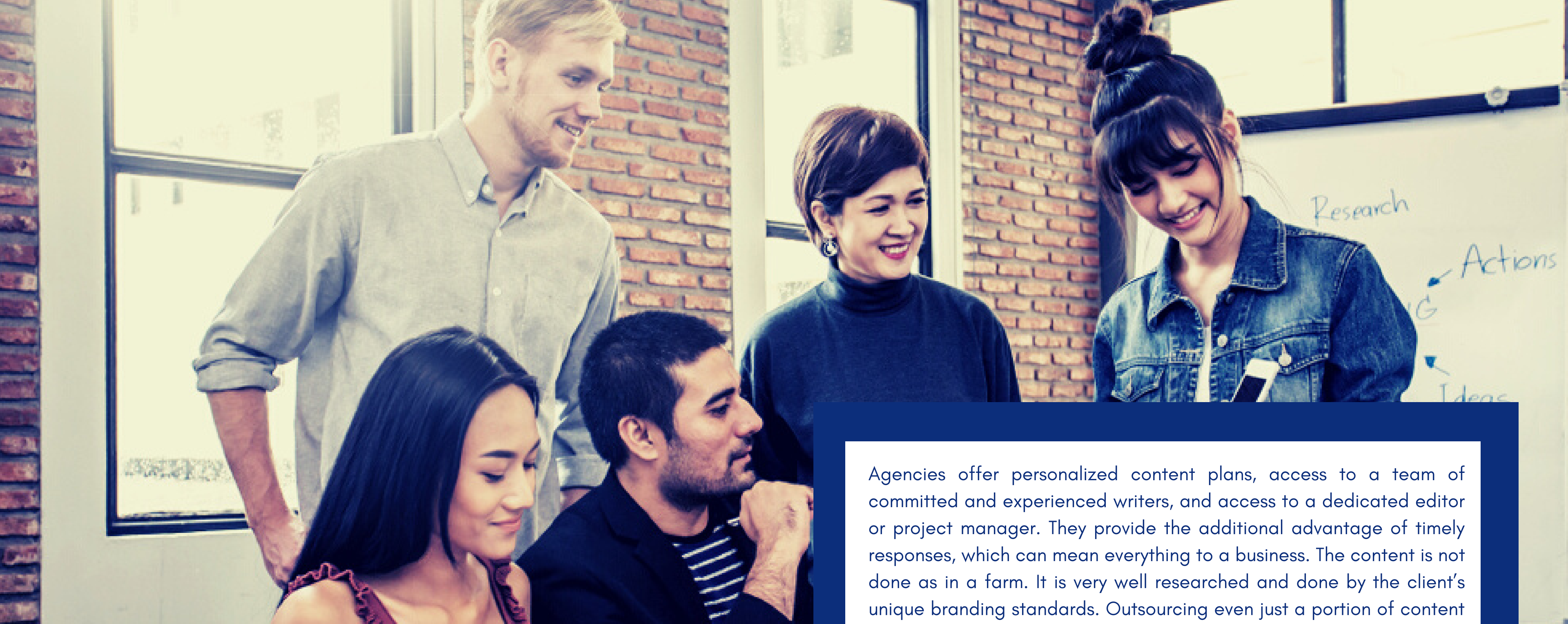




# Freelancer Platforms

---

Platforms like Upwork and Freelancer.com have become wildly popular and that's no accident. It would be an understatement to describe the talent pool they offer access to as "vast". The platforms have tens of thousands of freelance writers. While some have expertise and skills in specialized areas, most of them are best at general content, which is increasingly failing to convert.



# Agencies

---

Agencies offer personalized content plans, access to a team of committed and experienced writers, and access to a dedicated editor or project manager. They provide the additional advantage of timely responses, which can mean everything to a business. The content is not done as in a farm. It is very well researched and done by the client's unique branding standards. Outsourcing even just a portion of content creation and promotion to a specialized service can improve your campaign performance a great deal. This is the case even if you have your own in-house writers.



## High-Quality Professional Work

The high quality standard is the main and most immediate benefit of turning to a professional content writing agency. Agencies employ full-time, professional writers with expertise in different industries, who have made a commitment to their employer and set aside a few hours a day for various projects. For example, Iris Writing International's writers are able to forge engaging and polished pieces with little effort thanks to their decades of experience. They know how to structure clear, impactful texts and apply customized approaches, such as inserting strong action verbs, as needed.

Agency-grade expertise goes above and beyond writing text. Professional agency writers have a solid grasp of long-term content strategies. Writers' knowledge includes the most optimal way to format blog posts, social media posts, or articles for the best presentation and publication timing. Agency editors can provide advice on how to mold or choose topics so that the texts offer value and answer your target audience's pertinent questions. It is for these and other reasons that outsourcing your work to an agency can improve overall performance and quality compared to what can be achieved by a content farm, a freelancer, or your in-house writers.







## AGENCIES

### Optimized Content with Audience Appeal

Companies that produce their own content are faced with an unexpected and surprising obstacle: inability to think like their readers because they invest too much time in presenting their brand. Even the best in-house or freelance writer could end up writing overly commercialized copy as a result. Excessive promotion engenders distrust in readers, causing them to lose interest. What is more, someone who is part of a company and its brand will tend to forget the types of concepts that need clarifying or explaining when communicating with a non-expert group.

Agency writers bring objectivity and much-needed emphasis on the needs of your audience. They often have expertise in countless writing styles and multiple types of subject matter. Their experience helps them explain concepts to a layperson without sounding like pushy marketers. An experienced writer can offer the benefit of a creative and novel point of view that a brand or business may not have considered, such as a relevant resource or a handy metaphor. Ultimately, a seasoned agency writer wants to fulfill audience demand, which helps attain objectives without over-eagerness sabotaging performance.



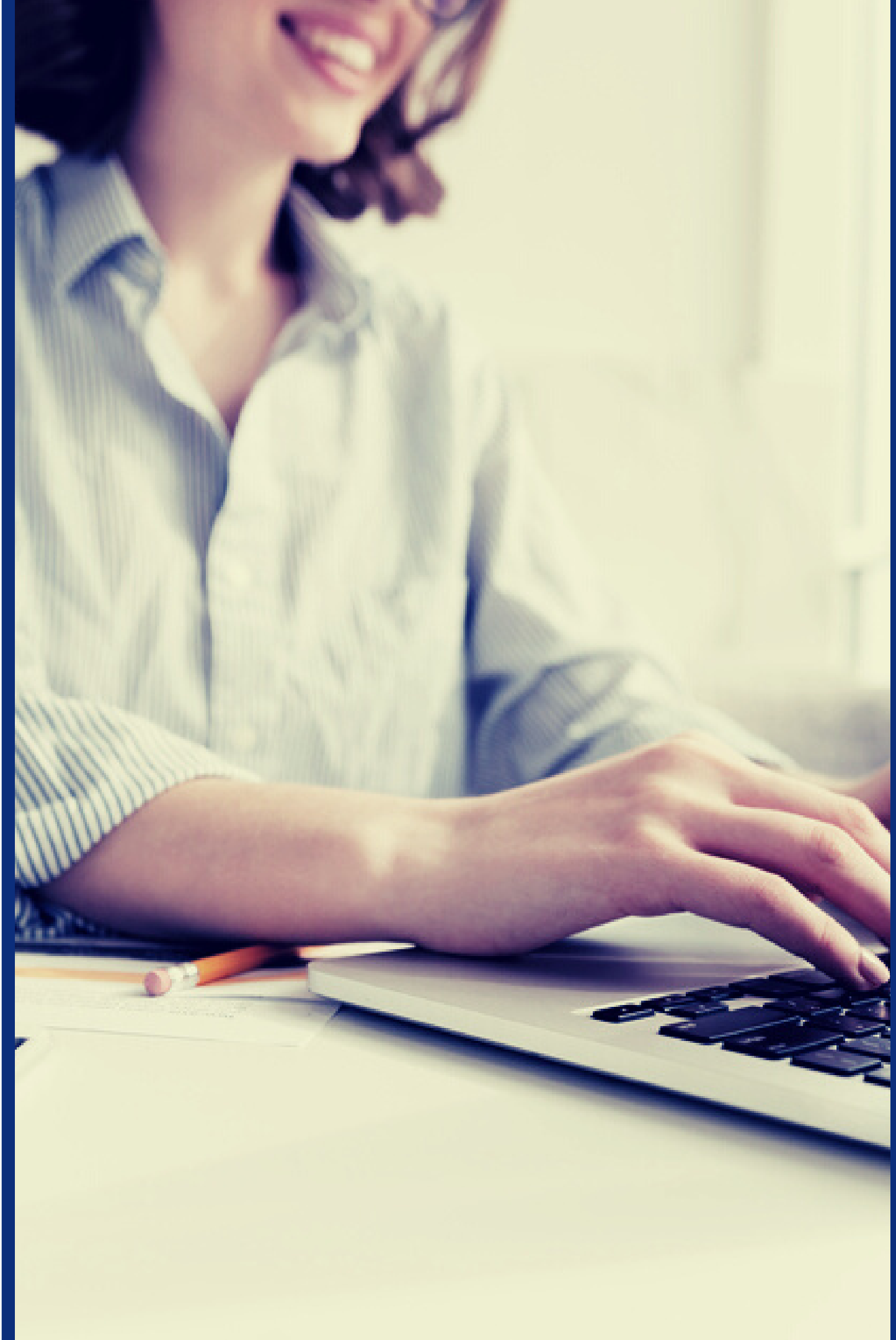
## Creating Quality Content

It's not easy to produce good content that resonates with your readers. Poor writing skills are an absolute deal-breaker when it comes to hiring a content agency. The writer is a wordsmith who tells a story in a compelling manner. This is the case even if you're creating video, an infographic, or social media content that isn't copy-focused.

## Creating More Content

How much content should your business be producing? There is no "one size fits all." Your business' optimal posting frequency will differ from that of others. Your audience size, your content marketing goals, how long you've been posting blogs, and other factors will determine this. Many brands have issues creating even the minimum amount.

Half of B2B content marketers share that they constantly struggle with producing content. There is an obvious reason for this. Consistently producing quality content leaves less time for things like accounting and managing a business unless you employ a dedicated content marketer. This is an important reason to hire a writing and marketing agency. You will gain access to multiple specialized skills that creating quality content involves. That means your business will create more and better content on a consistent basis.







The secret to excellent content that converts often lies in finding and sending a message in an inspired voice and knowledgeable tone. We at Iris Writing International talk to clients, do research, and evaluate to find the special voice to set their content apart from all the rest. We deliver a full-experience content service as a result.

## Why Choose Iris Writing International?



## Convenience

Iris Writing International will take care of your content strategy for a whole year. Creating a strategy is painful for the vast majority of companies. Even when they manage, it will have deficiencies if the business doesn't employ a content expert.

Brands don't have time to figure this out themselves. We have specially crafted packages to help you reach your target audience and meet your content needs.

## Attentiveness to Deadlines

We respect deadlines and always deliver content on time without sacrificing quality. We are able to strike the perfect balance between creating, researching, and altering content.

## A Professional Approach

We maintain a flexible attitude at all times, and our content will be polished and improved until you are completely satisfied. We will always stand by our tenet – achieving nothing less than 100% customer satisfaction. Some of the members of our hard working team have decades of experience. We have the know-how. We stay up-to-date. We are versatile professionals who offer customized pricing plans, access to a dedicated editor, and unlimited revisions throughout the first 10 days of submission. We are good researchers and good listeners. We will represent your brand as if it were our own.



# Contact Us

Your online presence has the potential to attract a massive audience. Don't let that potential go to waste! Instead, take this opportunity to make the most of your web content with help from the professionals at Iris Writing International.

Want to learn more about our services?

**Contact us** today to find out how we can help you market your business online.

