



CONTENT MARKETING SERVICES

Blogging. Social media. Emails. All this can seem like a lot of work, especially for smaller businesses. But in today's oversaturated digital world, having an online presence is no longer a luxury — it's a necessity. Content marketing helps you cut through the noise to attract and convert customers online. In a recent survey, [70% of B2B marketers](#) successfully used content marketing to drive demand and leads.

What is content marketing?

Content marketing is a strategy where you create and share relevant, high-quality content that informs your audience and helps them solve problems, but doesn't directly pitch your products and services. This builds relationships with current and potential customers *before* they're ready to buy. As your content becomes a trusted resource, they'll go to you first for insights and information — and you'll be top of mind when it's time to purchase.

Blog and social content gets you more business

Publishing content helps improve search engine optimization (SEO), boosting your rankings and making it easier for new and returning customers to find you on the web. Sharing this content on social media grows your presence on these networks, too — so people will actually see you in their news feeds.

But there's a catch: This only works if you do it *consistently*. One blog post a year won't get you noticed. But when you share fresh, regular content through your blog, social media, newsletters and emails, the impact can be huge. Even businesses that blog once or twice a month see [67% more sales opportunities](#) than those that don't blog at all, and consumers are [77% more likely to buy](#) from a brand they follow on social.

I can help you create content that resonates with your audience and builds thought leadership for your brand, following a campaign-based approach that reaches people where they live online. You're an expert in your field — so use that knowledge to build thought leadership. Go in-depth on a subject no one else has. Find a unique solution to a common problem. Stay on the cutting edge of trends and hot topics. Or simply cover your industry's "101-level" information better than the other guys.

To do it right, you need an expert

I'm an expert writer, editor and storyteller with a uniquely creative perspective. With a background in anthropology as well as in marketing, I truly love people. I thrive on sharing stories about who they are, what they do and why they do it.

When I create a month's worth of compelling content, told from your brand's perspective, it makes people see you as reliable, trustworthy and — most importantly — *human*. That's what makes them fans for life and regulars at your site or in your space, telling everyone what they love about you. If you have questions or want to learn more, drop me a line: hello@bardcreativecontent.com.

A LA CARTE STARTING PRICES

Content marketing works best when you follow a campaign-based approach — but sometimes you just need a single content piece. Please note that all pricing is a starting point only, and is dependent upon length, technical complexity, the amount of research involved and any additional services that may be added. Up to two rounds of revisions per item are included. For package pricing, see “Content Marketing Packages” price sheet.

Articles and Blog Posts

- Short (up to 500 words): \$350 - \$650
- Long (up to 2,000 words): \$700 - \$2,000
- In-depth/technical (more than 2,000 words and/or technical content): \$2,000 +

E-books, Research Reports and White Papers

- White paper or short e-book (around 1,500 words): \$1,500 +
- Long e-book or research report: \$2,000 +

Origin Story, Staff Bios and Website Copy

- Origin story: \$850
- Staff bios: \$500
- Website copy updates: Variable, per-project flat rate

Email, Newsletter and Social Post Copy

- Email copy: \$100/each or \$475/5-email campaign
- Social media posts: \$150/set of 4
- Newsletter: \$300

Editing and Research

- \$75/hour (for any content type, including emails, social posts and website copy)