



CONTENT MARKETING PACKAGES

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. I also offer ancillary services, such as my experience-backed knowledge of B2B content marketing, social media and SEO, through consultation and planning sessions.

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.

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Choose your monthly package, or contact me for a custom quote. À la carte pricing for any item listed below is also available. Note that pricing is a starting point only, and is dependent upon content length, technical complexity and the amount of research involved. Ad-hoc communications as needed and two rounds of revisions are included with each package.

Budget: Starting at \$1,500/month

- Content for 1 short post
- Content for 2 social media posts
- Content for 1 promotional email
- 1 monthly content planning/strategy call

Ace: Starting at \$2,500/month

- Content for 2 blog posts
- Content for 4 social media posts
- Content for 2 promotional emails
- 1 monthly content planning/strategy call

Expert: Starting at \$3,500/month

- Content for 3 blog posts
- Content for 6 social media posts
- Content for 3 promotional emails OR for 1 newsletter promoting all monthly content
- 2 monthly content planning/strategy calls

Website, Bio & Social Updates: Starting at \$2,500 flat fee

- Website page copy that tells a clear, compelling story about your brand and offerings
- Engaging bios of your core staff members
- Social media profile updates that are consistent with your site content