

Online Publisher Leverages ContentAdore's Content Creation Resources to Scale Online Presence

Client Background

The world's first sponsored content online store, which offers fixed prices on publications to its customers.

They provide a user-friendly PR platform to share news in just a few steps, and they offer an all-in-one service for creating and sharing news and stories on a global scale.

Goals for Partnership

- Find an agency that could provide in-house writers to offset their heavy writing workload
- Generate customized, relevant text and publications for various geographic regions that they service
- Order high quantities of competitively priced copywriting services without sacrificing content quality or readability
- Ensure all content is not only delivered on time, but also to the correct channels
- Partner with someone who could seamlessly and readily communicate with them throughout the content creation process

Challenges

- Find an agency that could provide in-house writers to offset their heavy writing workload
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Solutions Implemented



Determined which writers would be the best fit for the client's unique needs.

They had publication needs in 9+ countries, so we activated our network of writers to find the ideal team.



The selected writers conducted research for keywords and LSIs, generated first drafts, and then had our native-speaking editors edit the content accordingly.

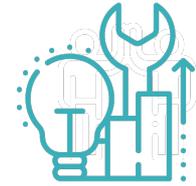


Our team of native-speaking editors thoroughly proofread and edited the project upon request.

All editing was done manually to avoid a robotic-sounding style.



Based on feedback provided to us by the Publishing client's team, we assembled a group of hand-picked writers whose text quality they're satisfied with.



We continue to revise and rework the writing process hand-in-hand to provide them with the ultimate result.

Results

110

working hours saved per month

90%+

uniqueness and keyword-optimized

9+

languages/countries supported

1

streamlined payment process

Client Testimonial

“We were looking for an agency that would satisfy us in a number of ways – price, quality, and deadlines.

We wanted to find one or two providers who would prepare content for us. One of the providers was the company ContentAdore, which is able to prepare text with clear quality, with clear deadlines, and at a clear price, with very responsive and user-friendly communication.”

Alexander Nigmatulin
CMO @ PRnews.io



What are the Next Steps?

Let's connect so I can share my experience building a writing team for businesses like yours and determine if we're a good fit for you and your team.

I'd like to hear more about your unique challenges, then discuss the benefits of outsourcing your copywriting work to our agency.

Talk to you soon!

Anna Pullman

Managing Partner @ ContentAdore



Schedule time with me directly by clicking [here.](#)