

The *Enterprise Marketer's* Content Creation Guide:

A framework for developing content that
attracts, engages, and converts.





Introduction

Marketers across the board — from enterprise to SMB — continue to recognize content marketing as a cornerstone of their yearly marketing strategy. [71% of B2B Marketers](#) say content marketing will be more critical this year than in previous years.

However, even though inbound marketing teams, demand generation drivers, outbound motions, ABM strategies, and more are all fueled by content (from blogs to podcasts), developing a practical content creation framework remains a challenge across the board.

We should know.

At ClearVoice, we work with companies of all sizes to build and scale content marketing production in B2B and B2C verticals.

Through that experience, we've developed a framework for success when it comes to creating content for marketing programs:

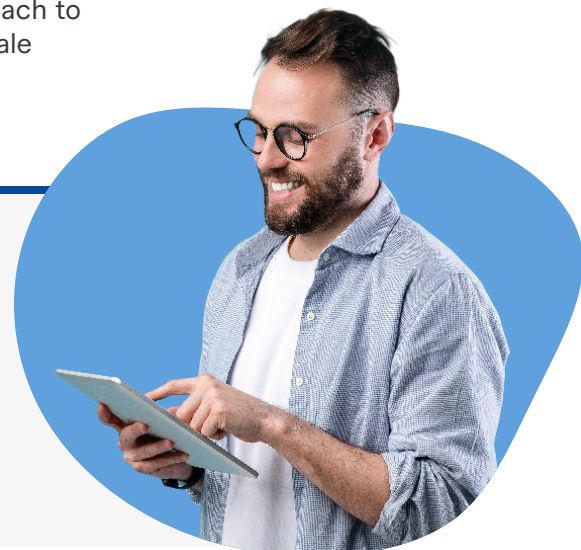
- Pillar 1: Crafting Your Content Strategy
- Pillar 2: Developing a Powerful Content Production Workflow
- Pillar 3: Hiring the Right Writing Talent

In this guide, we'll break down each pillar and provide straightforward, actionable steps to build or refine your content creation apparatus. We'll also address challenges specific to enterprise content creation where cross-departmental development is critical to success.

Let's dive into this content creation framework for a foundational approach to producing great content or an enhanced approach that will help you scale your content marketing program.

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PILLAR 1

Crafting Your Content Strategy

Whether your content creation budget is \$5,000 or \$500,000, no content should be created without a thorough and thoughtful content strategy.

Over 60% of the most successful content marketing teams have documented their content strategy, and 76% use content creation/calendaring/collaboration or workflow tools.

Many marketers avoid fleshing out their content strategy because there are many avenues to follow when creating an approach to content. Some roadblocks include:

-  Not knowing which data to use when evaluating current content ecosystems.
-  Conflicting points of view between marketing stakeholders such as SEO, editorial, product, and demand generation.
-  Lack of access to internal and external subject matter experts.
-  Evolving business focuses and goals that change the content ecosystem every few months.
-  No executive buy-in for the content marketing long game.
-  Difficulty maintaining quality across the various teams creating content for marketing channels.



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A Powerful Content Strategy Starts with Clear Goals

Your brand's goals are ultimately guided by why you do what you do — whether it's offering services, products, or both.

Have you defined them? Have you documented them? Have you integrated them into your content strategy?

Goal setting increases production by an average of 19%, according to a theory developed by psychologist [Edwin A. Locke, Ph.D.](#), the Dean's Professor (Emeritus) of Leadership and Motivation at the R.H. Smith School of Business at the University of Maryland, College Park.

If you need a refresh (or fresh start), here are a few highlights of [Locke's highly-regarded findings](#):



Goals should be specific.

Instead of stating, "We need to create more blog posts this year," create a statement like, "We will increase from one blog post per month to one blog post per week by hiring two freelance writers, which are accounted for in our marketing budget and managed by our in-house content director, starting on the first of next month."



Goals should address groups and individuals.

Think of the marketing team as a whole, and express the goals you want to achieve for the company. Then identify how each individual within the team will funnel their talents into this process.



Goals should be achievable.

Do your aspirations fit within your time, monetary, and staffing resources? The blogging goal above is only possible if you have the budget and management available.



Below are 25 questions to answer when developing or updating your content strategy.

Pro tip: At ClearVoice, we do this exercise every 6 months to ensure we're on track.





Your Content Strategy Questionnaire

Step 1 Defining Your Goals

What does our company want to accomplish in the next 6-12 months?

Setting goals for the next 6-12 months makes decision-making more straightforward and consistent. Whenever choices present themselves, choose the option that contributes to these long-term goals.

How can our content marketing strategy support corporate goals?

After you document the answer to question #1, start developing a list of objectives and associated Key Performance Indicators (KPIs). Keep in mind those KPIs that drive your business. For example, at ClearVoice, our marketing team focuses on SQLs (sales qualified leads) first over all other metrics since that is our core metric across the entire revenue motion.

What metrics should our content strategy focus on?

KPIs pertain to data tied to specific business goals. On the other hand, metrics are more basic and can tell you a lot about content performance on a page level.

Which types of content are we missing?

All brands need a good mix of text, video, and images to capture an audience's attention. Go back to your goals and brainstorm content types that will help you reach them. It's also important to keep in mind that you'll want different types of content at various points of the sales funnel.

What are our competitors doing?

Learn what competitors are doing successfully from a tactical standpoint, and emulate those efforts when it makes sense. Be sure your messaging and strategy are uniquely yours.

Does our SEO need attention? If so, what steps do we need to take?

Always keep in mind that your content must be both easy to read and optimized for search engines.





Step 2 Getting to Know Your Target Audience

Who are we trying to reach?

Start by documenting the big picture of who your ideal customers are and then drill down from there.

What are the demographics of my buyer personas?

Demographics include age, income, education level, etc., and are crucial to determining the type of content you need.

What are the psychographics for my buyer personas?

Psychographics are the attitudes, aspirations, and other “psychological” information about your target audience.

What do my target customers do online, and what do they read?

It should be easy to identify what your market prefers in content consumption through simple observation. If you want suggestions, run surveys on social media or through tools like Google Forms.

Do personas differ based on the industry vertical?

Identify unique descriptors for buyer personas in your vertical. Doing so lets you create content tailored to their needs.





Step 3 Preparing for Content Production

Are my brand and style guidelines established, and should they be formally documented?

Help your team create content consistent with the brand voice, style, and tone.

How many people are involved in the decision-making process?

Work closely with your sales reps to ensure they have content that enables them to move prospects smoothly through each stage of the sales process.

Who are the internal stakeholders involved in the review and approval process?

Figure out who needs to be involved in the approval process.

How does your content help buyers address the “jobs to be done”?

What typically gets in the way of a job your customer needs to finish, and how can your content facilitate the decision to “hire” your brand?

Do I have the resources I need to create the content?

Great content requires more than a couple of marketers. Who do you need to create the content you need?

Do I have the budget I need to create the content?

Here’s where the rubber meets the road — the moment you discover how much of this you will be able to execute.



Step 4 Streamlining Content Creation and Promotion

What formats should we use in our content development strategy?

Formats are platform-specific, like listicles, roundups, “how-to” guides (for blogs), image quotes, and videos (for social media).

What tools are required to execute our content strategy?

Tools for distribution and promotion include social media dashboards, email marketing programs, social selling solutions, and influencer marketing.

Is my content calendar transparent, and does everybody understand their role?

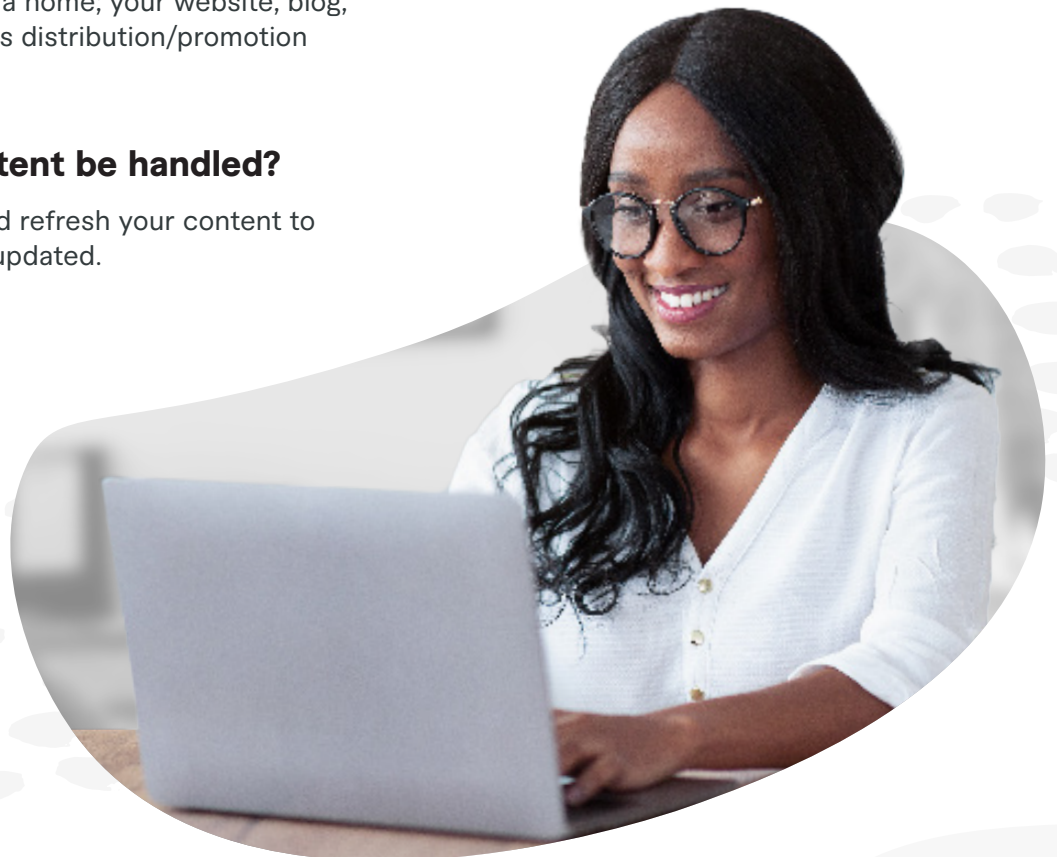
Most, if not all, content calendar tools allow multiple users to collaborate on projects. Use this feature to keep everyone in your content marketing team on the same page.

How will content be distributed and promoted?

Each piece of content will have a home; your website, blog, YouTube, SlideShare, etc., and its distribution/promotion efforts as well.

How will evergreen content be handled?

Take the time to re-optimize and refresh your content to ensure it remains relevant and updated.





PILLAR 2

Creating a Powerful Content Production Workflow

If your current workflow relies on trickles of inspiration, squeezing asset creation into open blocks on the calendar, pushing links out for the world to see, and hoping they go viral as you sit back and watch the analytics populate, you can do better.

According to the HubSpot Blog's [2023 Marketing Industry Trends Report](#), the biggest challenges content marketers face are finding ideas for new content, reaching their target audience, and creating content that generates leads. With this in mind, 47% of marketers expect their budget to increase.

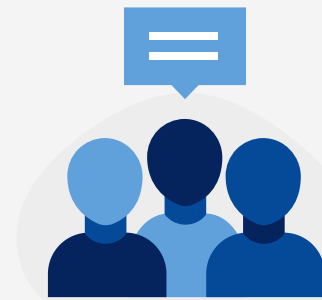
*There is a lot of competition in the marketplace, which means:
Never half-ass your content creation.*

Additionally, a HubSpot study of blogging data accumulated from 13,500+ customers found that “companies that published 16+ blog posts per month got about 4.5X more leads than companies that published between 0-4 monthly posts.”

Quadruple the leads!

Can you imagine going into a meeting with the marketing and sales teams and reporting those numbers?
We can.

It's time to shift your workflow to intentional ideation, creation, revision, and amplification.



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Phase I: Ideate

All content starts with an idea.

Ideas — the pure, robust fuel for content creation — emerge as random thoughts and slowly take shape as we work a bit of logical processing magic. So hold fast to those seeds of content, whether you're jotting keywords down on a whiteboard in a boardroom or taking mental notes in the shower. Nurture them to discover their viability.

As your ideas start to mature, you'll then want to confirm that they align with your audience and your goals.

If you're targeting Chief Finance Officers with your SaaS product, ask:

- Does this idea align with the type of content that person would be interested in?
- Does the topic of the piece align with the type of products you offer?

Once you've confirmed that your ideas align with your audience and products, then you'll want to further fine-tune the ideas so they stand out from the rest of the content field.

In content marketing, storytelling has become a dominant approach to attracting, engaging, and winning over potential consumers. Screenwriting lecturer and teacher Robert McKee stresses the need for business leaders to think like authors in his book, ['Storynomics Story-Driven Marketing in the Post-Advertising World'](#).

*“There is one thing stronger
than all the armies in the world,
and that is an idea whose time
has come.”*

— Victor Hugo





On page 29, McKee explains:

“We advocate a solution that’s *tens of thousands of years old*, the mode of communication that best fits the mind, that best connects one mind with another, that wraps the *clarity of a rational message* inside an emotional package and delivers it with sticking power: *story*.”



He elaborates that in the always-on, digital world, the ability to capture attention is a marketer’s single most valuable asset.

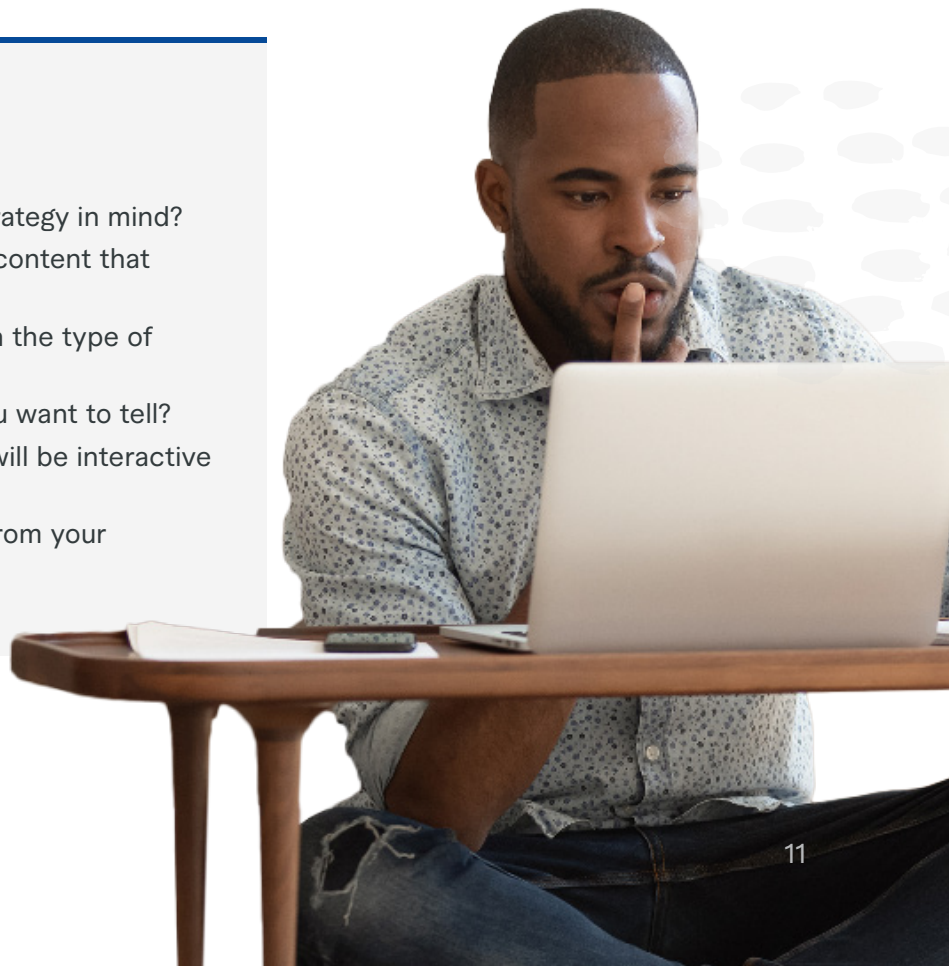
So, [what kind of story](#) do you want to tell? How will it play out? Via an interactive quiz or multi-page PDF download? Does the concept align with your goals and strategy? Does it differ from what your competition is producing?

Finally, once you’ve ideated and confirmed your content topics, you’ll want to obtain approvals from any crucial members of your team. Remember, Ideation is just that: ideas. Although you’ve parsed the dynamics of your audience, aligned your strategy to their needs, and landed on a concept that makes sense, it needs to get the green light from everyone who has an interest in its viability, not just the marketing department.



Questions to ask when ideating topics:

- Did you brainstorm concepts with strategy in mind?
- Does this idea align with the type of content that person would be interested in?
- Does the topic of the piece align with the type of products you offer?
- Have you thought about the story you want to tell?
- Have you determined if the content will be interactive or not?
- Is this idea creatively differentiated from your concept from competitors?





Phase 2: Create

If your current workflow relies on trickles of inspiration, squeezing asset creation into open blocks on the calendar, pushing links out for the world to see, and hoping they go viral as you sit back and watch the analytics populate, you can do better.

Step 1 Define Your Goals

First, it's important to understand who will be involved in creating the content. This includes knowing who will be writing, editing, reviewing, designing, contributing to, and approving the content being created.

When it comes to approvals, we recommend having one person who is responsible for approving the piece, rather than requiring approval from a committee.

Trust us, it'll make your life easier! That said, be sure to include time to consider feedback from other stakeholders as well.

Step 2 Create Detailed Assignment Briefs

Once you understand who is involved with the content creation process, take time to create a comprehensive brief for each piece of content you're developing.

So, what goes into a great assignment brief? Details! Lots of them!

Logistically, you'll also want to think of securing permissions for anyone represented in the content. As you finalize this brief, it's also a good practice to send it for review by any person who will be involved in reviewing the piece so they can identify any gaps in the approach before the writing process begins.



Important details in a brief include:

- Topic and a summary of the project
- Target audience with buyer/audience personas
- The goal of the assignment
- Keywords, meta description, and title tag
- Deadlines for completion (draft phases, final draft, editing turnaround times)
- Links to branding guidelines and editorial guidelines
- Links to resources (similar content, research materials)
- Credentials for special access. This includes press passes, conference admission fees, and association memberships
- Details from meetings, interviews, or PR contacts
- Access to software, services, or equipment



Step 3 Lay Out Your Logistics

Next, you'll need to have a process for assigning, producing, and reviewing the content in production.

As you develop this process, keep in mind that assignments should be consistent and accessible at all times. A shared cloud-hosted content management and calendar system (like ClearVoice) will keep everyone in the loop on when to expect assignments, so they can plan the time necessary to produce the content.

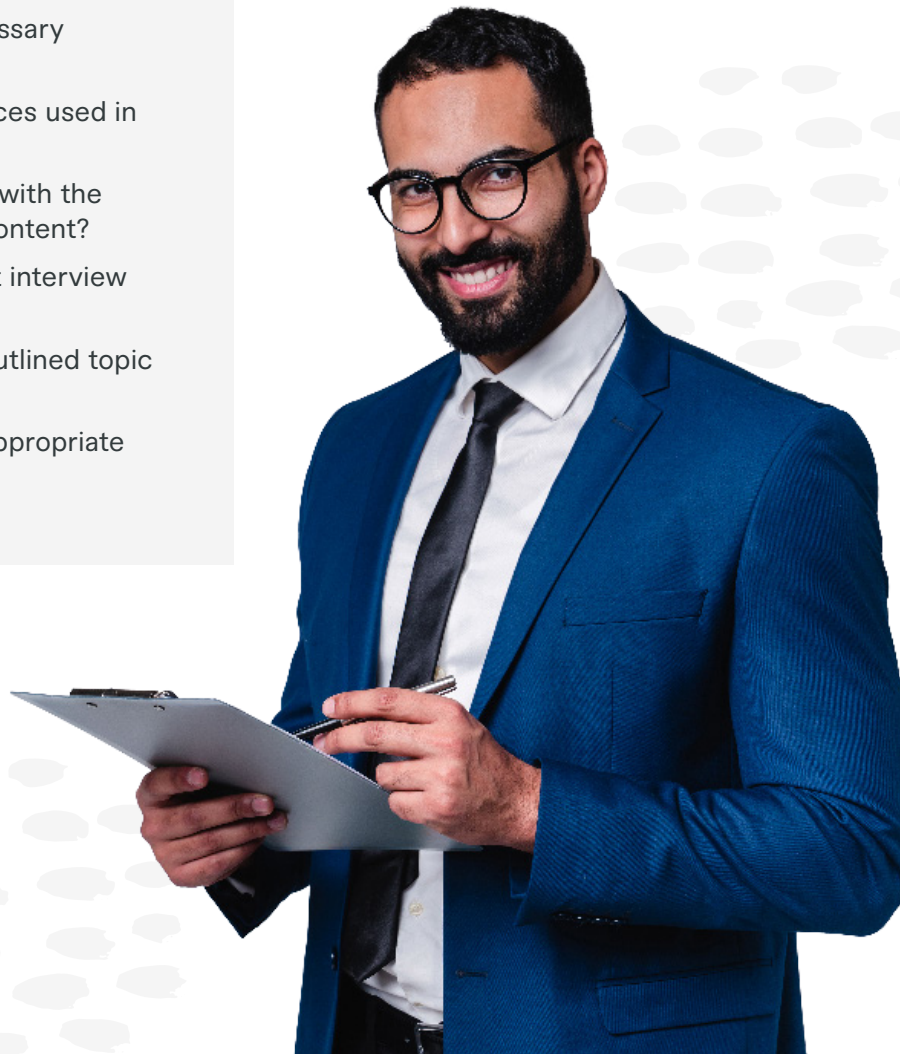
Step 4 Produce the First Drafts

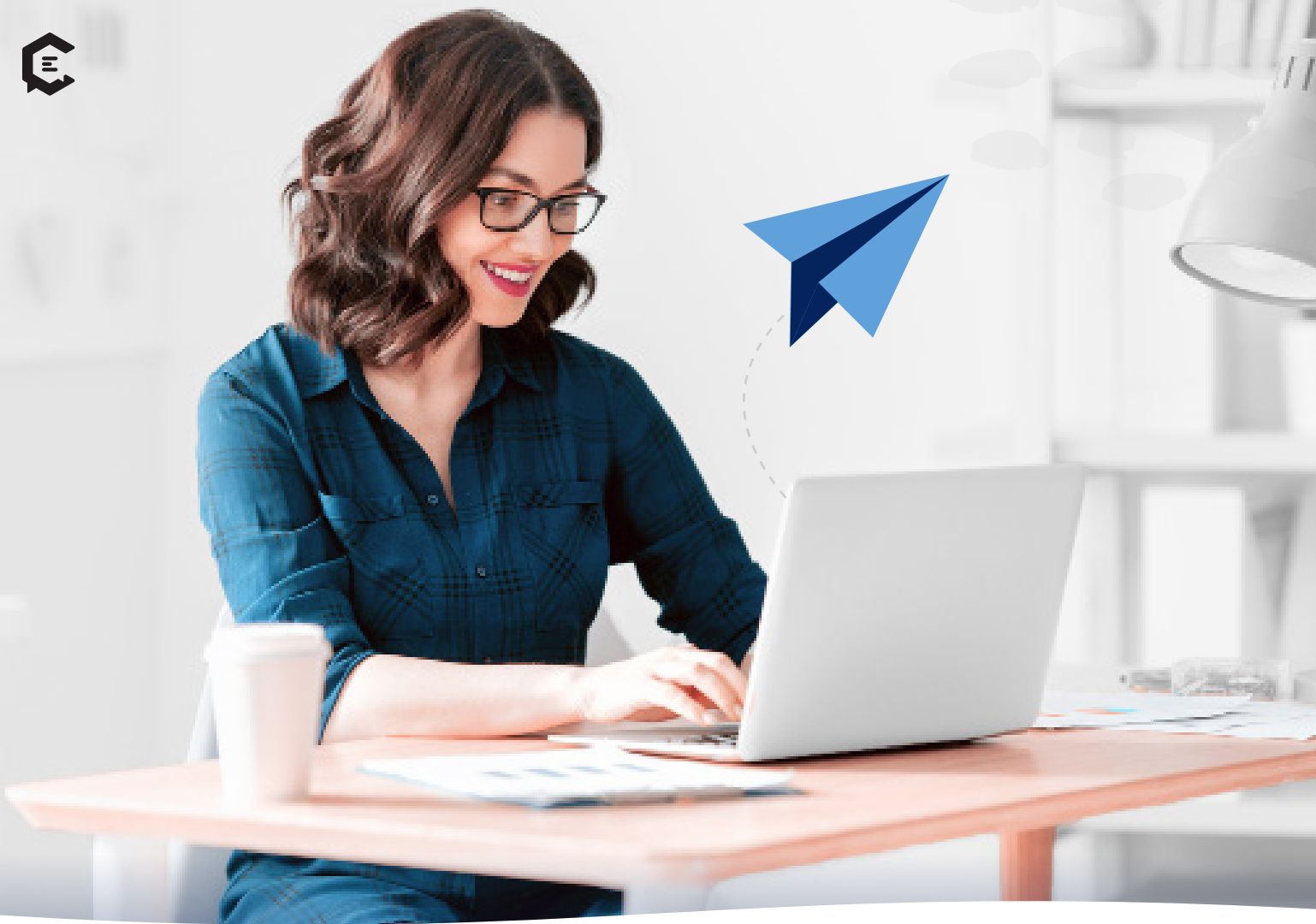
Once you've shared the assignment briefs with the writer, it's time to let the creativity fly!

But not without ample check-ins and guidance. Whether you're overseeing the project or nose-deep in the creation process, take a step back and assess the progress as you work toward the deadline.

Questions to ask during production:

- Have you or the talent done the necessary research for the content?
- Have you or the talent cited any sources used in the content?
- Have you or the talent set interviews with the right subject matter experts for the content?
- Have you or the talent asked the right interview questions for the content?
- Have you or the talent followed the outlined topic and goals of the assignment/brief?
- Have you or the talent followed the appropriate style guidelines for the content?





Step 5 Deliver the Draft for Review

At this point, you're in the home stretch of your content production. Now, it's time to show the work off to the team.

Keep in mind that delivering the content also follows a system. Should it be uploaded to a cloud-based platform (like ClearVoice) so everyone can view it? Does it need to be reviewed by a smaller team first? What format should it be presented in?

At this phase in content production, someone may fail to complete their portion of the project. Hopefully, this will be identified before the final deadline through regular communication and check-ins. If not, do you have a plan in place for unfinished work? Do you have someone on the team who can step in and complete the task? Are you ready to hire a freelancer to do the work? Again, contingency plans can save your entire effort from failing.

Now that you've delivered the draft content for review, it's time for Phase 3.



Phase 3: Revise

In Hollywood, they say a movie is written three times — in the script, during production, and in the edit. The same can be said for content developed for your content marketing. First, you have the detailed brief, which acts as a guidepost for the piece. Then, you have the process of writing the piece, adding research, story, style, and substance. Finally, you have the editing or revision period, where you refine and polish the content.

Revisions allow for tightening text, clarifying concepts, and picking vibrant visuals to make the piece shine. This step shouldn't be glossed over as a final check mark before distribution. Instead, take a slow, mindful approach to polish the content until it fits your exact goals and needs. You didn't come this far to publish "good enough content."

Step 1 Review the Draft Content

After the initial read-through or review, put on your editor's hat and consume the content with the assignment goals and branding in mind. Does the piece hit the mark?

If not, review the assignment brief thoroughly and adjust it to align the draft with what's needed.

If yes, then move on to editing and proofreading. Whether you do this internally or hire a copyeditor, this step is crucial for fixing grammar errors, correcting misspellings, improving overall structure, creating clarity, and fact-checking the text and quotes, according to [The Writing Center](#) at the University of North Carolina at Chapel Hill. Additional editing tasks to consider include:

- Double-checking quotes and citations against the source
- Scanning for plagiarism and copyright violations
- Creating feedback to guide any content changes needed

Need some help in this department?
You're not alone.

It takes a skilled eye to find dangling participles and storyline inconsistencies in a YouTube script. Consider hiring a freelance editor. You can discover who you need to reach out to in our post: [Understanding Different Types of Editing: What Kind of Freelance Editor Do I Need?](#)

Questions to ask when reviewing content:

- Have you read or reviewed the content thoroughly?
- Have you determined if the content covered the assignment goals?
- Have you edited the content?
- Have you scanned for plagiarism?
- Have you scanned for AI?
- Have you fact-checked?
- Have you made notes to give feedback to the talent?
- Have you double-checked that proper branding and editorial guidelines were followed?



Step 2 Request Revisions From the Writer

Now the content goes back into the hands of the person or team who created it. During this step, share feedback from the editor/producer who reviewed the first draft of the content and from the marketing team and any other direct stakeholders. This might include a partner business, another department within your organization, or investors.

Provide constructive criticism in a concise summary with specific actionable requests, such as where to revise the language, add a source, delete a specific sound bite, or crop out a distracting background.

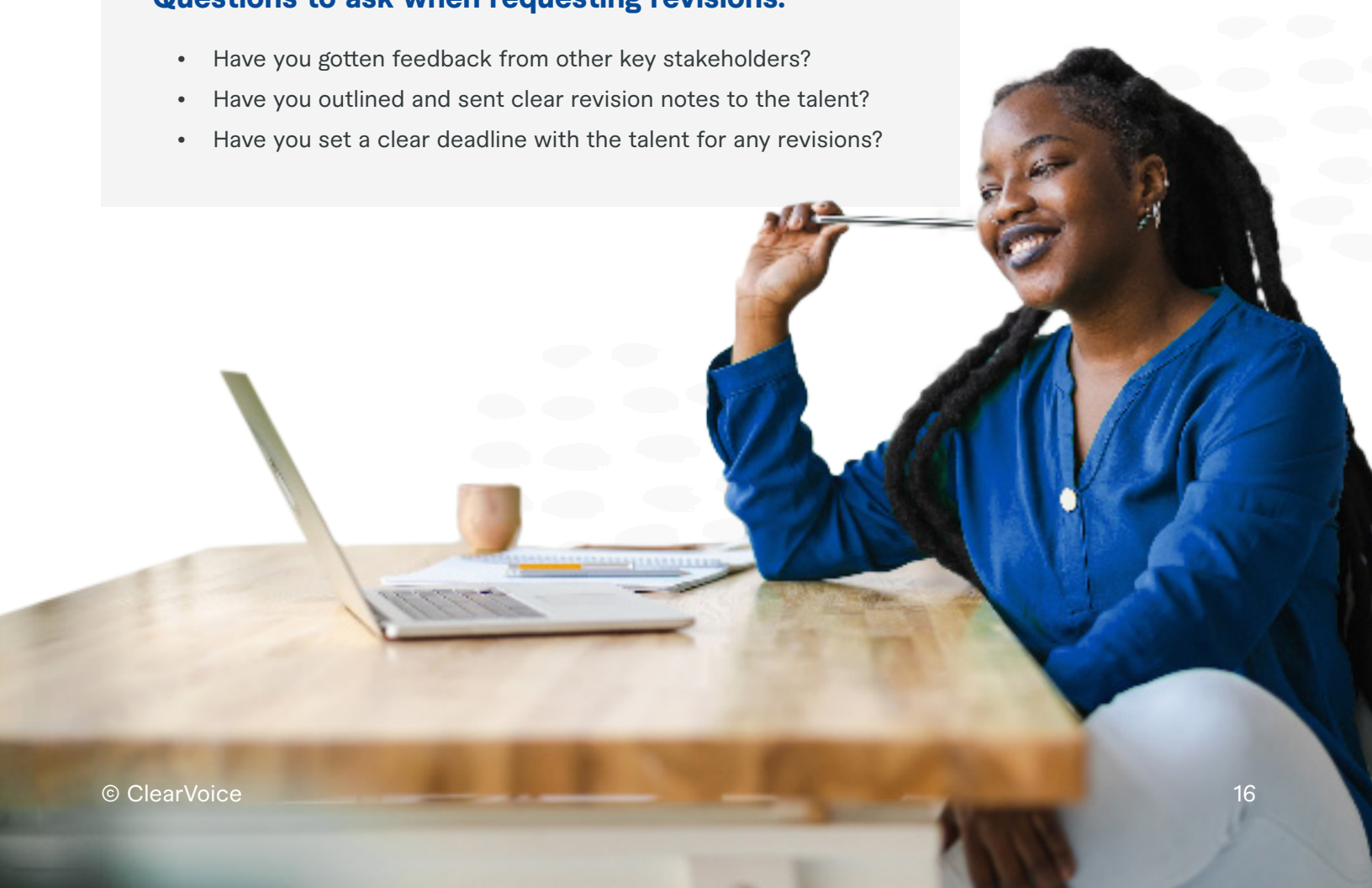
Browse these posts for red-pen inspiration:

- [How to Give Writers Feedback: 8 Real-Life Notes Revised to Get Better Results](#)
- [After Copy Editing: 4 Fool-Proof Tips for Proofreaders](#)

Remember to include a deadline for submitting revised content and any next steps, if any, for the content creator.

Questions to ask when requesting revisions:

- Have you gotten feedback from other key stakeholders?
- Have you outlined and sent clear revision notes to the talent?
- Have you set a clear deadline with the talent for any revisions?





Step 3 Complete Your Creative

Once you or the talent you've hired have worked their magic on the content, it's time for [another round of revisions](#). Did they complete the changes requested satisfactorily? Do any design updates from other team members need to be made? Polish, polish, polish!

Are there any post-production elements to add, like watermarks, logos, attachments, graphics, or jingles? If so, this is the phase where you update the core asset and integrate any complementary content. Your goal is to prepare a solid, publication-worthy content asset.

Questions to ask when completing the creative:

- Have you copy-edited or reviewed the content after the final revision?
- Have you integrated any design or post-production elements?
- Have you integrated any complementary content (e.g., images, videos, infographics)?





Step 4 Obtain Final Creative and Compliance Approvals

This is it.

Your final check will include an editorial review for anything missed. In this phase, it's usually formatting errors or quick typos from the previous edits. This will be completed by you or your editor.

Then, it's on to the [legal and compliance teams](#). They will review the content not to adhere to the editorial guidelines but rather to ensure that the information expressed doesn't violate any laws, branding initiatives, or internal ethical codes.

After all hands on deck give the content asset an A+ rating, it's time to prepare it for publishing online.

Questions to ask when getting final creative approvals:

- Have you had a final editorial review?
- Have you had any necessary legal reviews?
- Have you had all necessary organizational reviews?



Phase 4: Amplify

Now that you have a high-quality piece of content, it's time to transition from content creation to content distribution. Before putting the content out for the world to see, it needs to be prepared.

You'll want to ask questions like these as you prep the asset for its journey across the Web: Is the content optimized for search engines? Is it formatted for viewing across multiple platforms and devices? Is it easily shareable?

Let's prep that asset for an amazing journey across the web!

Step 1 Review Your SEO

Original and valuable content naturally rises to the top of the search engine results pages (SERPs), but why not give it an extra nudge to ensure it is firm-footed staying power? [HubSpot Research](#) discovered that 77% of people research a brand before engaging with it. Your brand won't be on their radar unless it's in front of their eyes.

Bottom line: You want your content to be found. Everywhere. So polish the search engine optimization of your content by working through the following checklist.

Questions to ask optimizing for search engines:

- Have you entered all relevant meta data?
- Have you written alt text for all images?
- Have you included primary keywords in a readable URL?
- Have you included keywords and keyphrases in proper H2s and H3s?
- Have you included internal and external links?
- Have you checked for any broken links?
- Have you formatted links per your strategy (e.g., follow vs. no follow, canonical tags, analytics tracking)?
- Have you used all relevant hashtags or content tags for your desired taxonomy?
- Have you checked the page load time?





Step 2 Review Your Content Experiences

As you work at a desk, it's easy to assume your content will be seen by others the same way you've viewed it through the content creation, editing, and polishing process. But, that's not the full story.

Content today is consumed across a variety of desktop and mobile platforms and devices.

In the [2019 Adobe Brand Content Survey](#), researchers discovered that in addition to brand websites, younger generations consider social networks and video channels very important when researching items to purchase and follow-up after a purchase. This continues to ring true today.

It's also not uncommon for consumers to use their smartphones in a physical retail location to guide an in-person purchasing decision. And, their biggest complaint? Content that's too wordy, poorly written, or poorly designed. (See, those arduous editing steps matter!)

As you prep the content for mobile responsiveness and various platform compatibility, review it on a variety of devices, from tablets to smartphones, to see that it performs the way you intend. You didn't work this hard for your content to be invisible or distorted for some users. If you discover issues, you might have to go back to the revision phase and fix them.

Questions to ask when reviewing experience:

- Have you reviewed the content on mobile?
- Have you optimized design and content for mobile?
- Have you checked the page-load time on mobile?
- Have you integrated any relevant mobile-specific applications (e.g., GPS or location-based services, calendars, mobile social apps)?
- Have you integrated any mobile-specific content formatting (i.e., do have a separate mobile version, perhaps with less content in it)?
- Have you considered how your content works in relation to the physical space in which it is consumed if your content is [part of a phygital experience](#)?



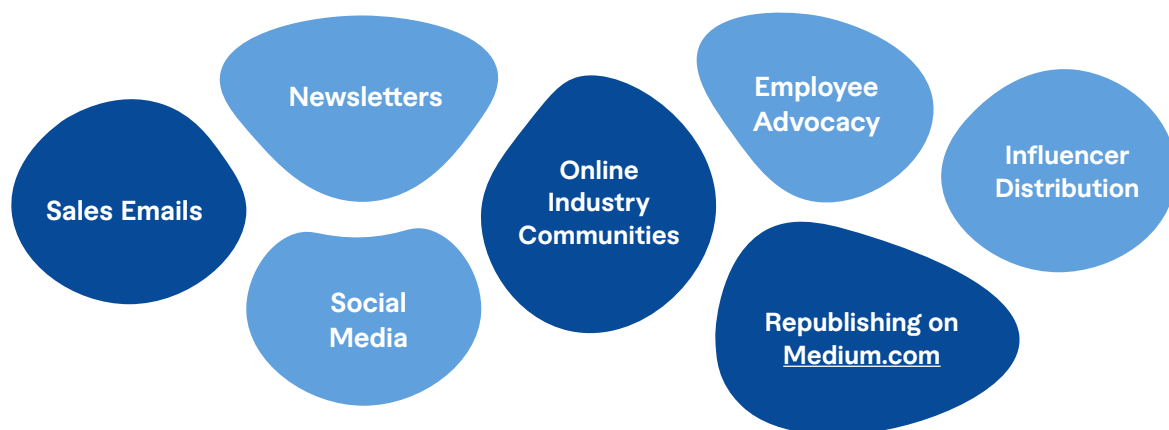


Step 3 Facilitate Your Content Distribution

The last step is ensuring your content is prepped for all of its intended destinations and can easily be shared by your audiences.

Have you enabled social sharing functions on blog posts with the use of social share plugins? Did you include CTAs that reflect the social platform where you'd like to engage? On the content itself, do you tell the reader what to do next? Should they sign-up, contact you, or click here? These CTAs may vary per platform to better align with your audience targeting and goals.

Second, have you activated all of the channels you use for your marketing to share the content? Channels may include:



You'll get a lot of mileage out of each piece if you're repurposing and sharing in as many places as possible. For more ideas, check out [this blog on content distribution](#).

Finally, are you sending your content out via a third-party distribution service, native advertising campaign, or content discovery platform? If so, ask how to optimize the asset for their process. The tweaks are likely simple, yet imperative for success.

Questions to ask when reviewing experience:

- Have you integrated any relevant social sharing functions?
- Have you integrated any relevant CTAs (e.g., sign-ups, promotional links)?
- Have you optimized content for any distribution channels?

Now that you have a better grasp on how to create a content creation process, let's take a quick look at the talent you'll need.



PILLAR 3

Hiring the Right Writing Talent

When you're producing content for your marketing channels and content marketing machine, it's critical to understand what type of writer you need for each piece of content.

First, let's break down the different types of writers you may need for your content program:



Blog Writer

Blog writers do exactly as advertised. They help brands produce informative and relevant blog posts. These can be used to promote the brand on social media, win the trust of their target audience, and generate recurring traffic through SEO.

Blog posts take on different forms of writing. They can write product reviews, listicles, interview posts, case studies, and more.



Brand Journalist

Brand journalists are storytellers that cover the news, trends, and current events in their industry.

In addition to writing, brand journalists send outreach emails and even make phone calls to get the full scoop. When the assignment demands it, they may also travel on-site to gather essential pieces of the story they would otherwise miss.

Brand journalists handle anything from customer stories to press releases. In some organizations, they're also in charge of internal communications.



Copywriter

A copywriter is a content specialist that can handle an impressive range of projects. They excel in creating eye-popping headlines, crisp paragraphs, and CTAs that can generate tons of clicks. Their innate creativity lets them write engaging copy for web pages, infographics, advertisements, and product descriptions.





Ghostwriter

Like copywriters, ghostwriters are flexible professionals that can handle all kinds of writing — from blog posts to social media posts.

What makes them unique is that their work ultimately gets credited to someone else.

CEOs, influencers, thought leaders, industry experts, and even other bloggers hire ghostwriters to keep content production in full swing while they focus on other aspects of their brand. They typically work on high-value content like eBooks, white papers, and guest posts for thought leadership.

Due to the gravity of their work, it's critical to handpick the ghostwriter you'll work with. You don't want the wrong person to represent your brand with tone-deaf language and low-quality writing.



Technical Writer/Subject Matter Experts

Skilled technical writers can turn any in-depth, technical information more digestible for a broader audience.

They are either subject matter experts or fast learners who are extremely good at conducting research. After all, their goal is to present facts, step-by-step information, and essential specifications — usually with a focused product in mind.

Some examples of technical writing are how-to articles, guides, and FAQs.

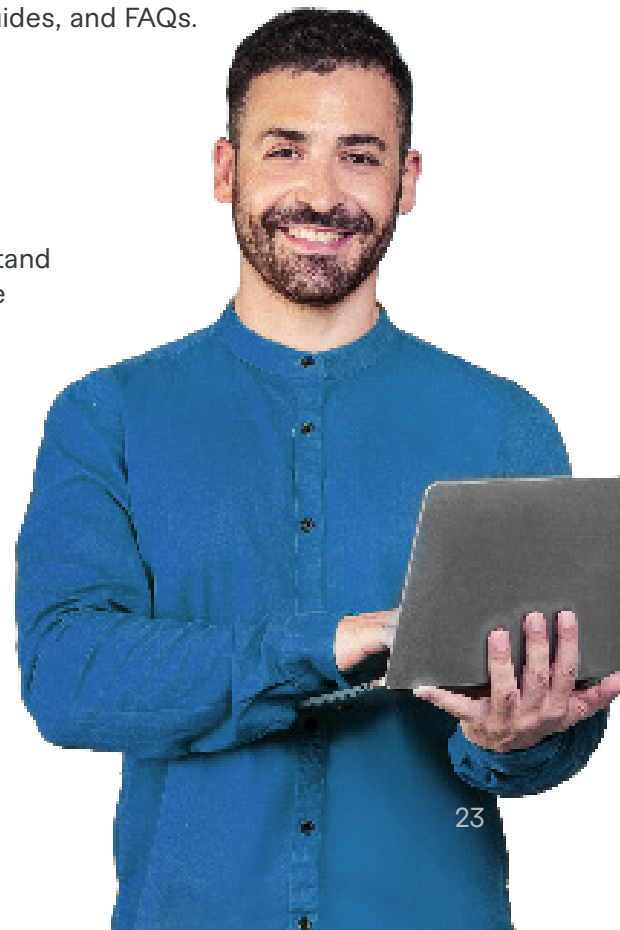


Social Media Writer

Not everyone is fit to be a social media writer.

To excel at their jobs, social media writers need to understand the language of social communities. They know how to use hashtags, punchy lines, memes, and comments that can make brands more “human” and relatable.

Social media writers are also familiar with user engagement tools like quizzes, surveys, and other types of interactive content. But for the most part, the bulk of their writing is dedicated to social media posts.





Email Writer

An email writer not only knows how to create engaging emails. They're also aware of the best practices for writing click-worthy subject lines, captivating intros, and enticing CTAs.

Keep in mind that an email writer's job is to drive action. They go beyond writing emails and leverage testing and analytics tools to maximize results.

Email writers are knowledgeable in strategies such as newsletters and drip campaigns.



Scriptwriter

A scriptwriter can be both the brain and muscle of any multimedia project.

Their work revolves around two things: communication and storytelling. They can produce video scripts, podcast scripts, advertisements, and chatbot responses to help brands get their message out to the audience.



Long-Form Content Writers

Long-form content writers are resilient and hard-working individuals who specialize in writing pieces that are over 2,000 words long.

These professionals learn and develop processes to maintain a consistent angle, style, and language in content — all while keeping a single end goal in mind. They can be counted on for projects like eBooks, white papers, case studies, pillar posts, and “ultimate” guides.



Ad and Promo Writers

Ad and promo writers are master wordsmiths who can spark curiosity and utilize it to spur action. They craft the exact words needed to help brands achieve their specific marketing goals.

As the name suggests, ad and promo writers specialize in creating advertising copy, landing pages, promo blurbs, and product descriptions.



How to Scale Without Adding Headcount

As you can see, there are a lot of different types of writers needed to fully execute your content strategy. Some writers can do more than one of the disciplines list above but looking for a one-size-fits-all solution is probably not the best approach to staffing your writing and editing talent.

There are two main options when it comes to finding and working with great writing talent:



Building an In-House Writing Team

Professional content writers can be found through traditional recruitment methods.

For example, your business can turn to job listings websites like [Indeed](#), or you can post jobs on content writing job boards like [ProBlogger](#). These sites help brands connect with full-time writers who can fill permanent positions.

Of course, you can also outsource contractors and offer them a full-time position if you're happy with their output.

Just remember the following before and during the recruitment process:



Create your content writer job description. This will help applicants determine if they're the right fit for your business before they decide to reach out.



Look for content writer writing samples. Proven writers can show you links to previous jobs, which you can use to gauge their capabilities and niche expertise.



Check out reviews. Experienced content writers may have an online portfolio that contains reviews from previous clients.





Hiring Freelancers to Supplement Your Team

Speaking of contractors, hiring freelance writers allows businesses to quickly fill skill gaps in their organization.

Like full-time writers, freelancers can be found on job listings and boards. Some of them work out of freelance marketplaces, but the writers there can be reluctant to give up the freedom of freelancing to write for you exclusively.

Other than the steps above, here are other ways to find more freelance content writers:

- Join social media groups for article and blog writing jobs
- Look for proven bloggers and offer them a position
- [Hire a managed content service](#) that can connect you with vetted writers in your industry



Use a Hybrid Approach

At the enterprise level, it's likely that you'll want to use a hybrid approach when building your content writer.

You'll have your brand copywriting experts help craft certain content assets, which require an in-depth understanding of the brand voice and style. This is especially important when working with freelance writers or a managed freelance team who create content for those channels you'll want to scale, such as your blog or resource center.

Alternatively, you may find value in outsourcing some of your content creation to freelance writers who are also subject matter experts in your industry. This strategy allows you to grow your writer corps without having to hire an expansive writing team as employees.

Your sourcing and onboarding process for the freelance writers in a hybrid approach is similar to if you were outsourcing the entire team, and a [managed content production and talent partner](#) will help you succeed here as well. At the enterprise level, it's likely that you'll want to use a hybrid approach when building your content writer.

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Build and Scale Your *Content Creation* with ClearVoice

Now more than ever, it's the ideal time to leverage an external partner to support your content creation process. ClearVoice can support and scale your entire content marketing program with our simple workflows, vetted talent in 200+ industries, and strategic services.

We know great content and we know how to produce it.

With a managed content service, you will:



Get Time Back in Your Day

Spend less time writing or reviewing lackluster content that won't drive your business or marketing goals.



Scale Without Hiring

Ramp your content plan as your business grows without the need to expand your internal marketing headcount.



Create Great Content, Faster

Keep content moving with velocity while maintaining excellence by leveraging powerful workflows.



Focus on What Matters

Spend your valuable time honing strategy and expanding your business, knowing your content production is in good hands.



Eliminate Production Delays

Eliminate the gaps in your content production with a team of writers, designers, and editors — all managed by ClearVoice.



Future-Proof your Content Marketing

Fortify your content marketing program with a strategic partner that delivers quality content on time, every time.

[Discover our solutions](#) or [talk to a content specialist today.](#)