

For: _____

EXPRESS WRITERS' MANAGED CONTENT SOLUTIONS

Get pristine, high-level content at scale.



 Express Writers™

If you're managing a busy content workload, the last thing you need to do is worry about sorting through a tangled workflow, hiring extra staff, or overseeing edits, revisions, and timelines.

No matter if it's one or a hundred inbound campaigns you manage, we can support your high-quality content production.

Since our founding date in 2011, we've helped **over 5,000** agencies and B2B/B2C marketers complete over **19,500 projects** successfully.

Our team offers our clients a clean, intuitive way to produce the high-quality content they need — when they need it. We have a fully internal, hands-off content management structure, and a high-quality team of writers. We staff 1% of the people we interview, and we only hire people that care. We have the capacity, skill set, knowledge and aptitude to handle your content with care. Two no-cost revisions included on every project.

WHAT OUR CLIENTS SAY:



Justin Staples
Owner, JS-Interactive

“As an entrepreneur in Austin with extensive knowledge and experience in SEO, I understand the value of having content that is unique & relevant to the customers I serve. Since my recent collaboration with Express Writers, I have felt extremely confident in the creativity & the quality of work produced by Julia and her team. I love how seamless their online operation is – from my initial request to the final deliverable. The nice balance of creativity with the technical writing has produced instant results for my business in search. The staff is super-friendly and responsive. Express Writers is highly recommended for any businesses looking to ‘level up’ their content marketing strategy”.



Matt Janaway
CEO, Marketing Labs

“Just one e-commerce client of ours gained a 77% increase in revenue year-over-year after Express Writers optimized their product description web copy. I’m consistently impressed with the quality and speed of Express Writers”.



Joe Bell
Co-Founder & CEO,
nFusion Solutions

“Your Content Strategist really did a great job in a very tough niche to wrap your head around and write about. We used your services for strategy and copy for our Product specific pages. We are already ranking the new pages you created on page 1 in Google for our key terms after just a few weeks”.



Susan Moeller
Senior Marketing
Manager, BuzzSumo

“I contacted Julia McCoy and Express Writers when I had a last minute need for a blog post at BuzzSumo. My other content writer had not followed through, and I needed something quick that would meet my specifications. Julia and her team delivered a great piece of content that met all of my requirements. And, they did it with a very short turnaround. The final piece landed in my inbox ahead of schedule with a full set of relevant images and great links to my product offering. I’ve come to expect a lot of editing time with guest posts, but this one was flawless”.





Content Creation Pricing

See pricing live in the Content Shop

WRITING LEVEL:

- **Basic Expert (Good)** \$95/500w add on meta description, topic research for a fee
- **Specialty Expert (Great)** \$120/500w add on meta description, topic research for a fee
- **Authority (Best)** \$450/1500w guide + custom images + topic research (included)

OTHER:

- **Expert Blogging Plans:** Starting at \$425/month (4 x (500w) blogs/month, 1/week, drafted or scheduled to your blog)
- **Specialty Industry Blogging Plans:** Starting at \$525/month (4 x (500w) blogs/month, 1/week, drafted or scheduled to your blog) covers Medical and Healthcare, Health, Fitness, and Wellness, Finance, Real Estate, Insurance, Tech and Engineering, Legal, and Marketing industries
- **Website Launch Package:** All the copy you need to launch a new website. \$1,400
- **Product Descriptions:** \$35/200w (SEO product description copywriters)
- **Topic Planning per Blog:** \$50 (our Strategists will research and find the best headline)
- **Custom Designed Images:** \$40 per custom designed blog header set (created in Adobe by our designers)
- **Expert Web Pages:** \$80 (400-500w (Home, About, Services, etc.)) by our expert web page writers
- **Email Copy:** \$75/200w email, \$100/up to 400w email, 5-email sequence \$450
- **Social Media Posts:** \$13/social media platform post, \$15/custom image, \$40/YouTube video description
- **Case Studies:** Starting at \$250/copy and design
- **Ebooks:** 5-page ebook copy only \$375, 5-page ebook copy & design \$525 (by expert copywriters and lead Adobe artist)
- **Press Releases:** \$199 (by on-staff journalists – press release only, no distribution)
- **Video Scripts:** \$150/150w (Creative video script writers for your explainer vids, YouTube videos, and more)



Content Creation Project Management Included

for \$2,500/month content spends.

The pressure is officially off.

We know you're busy. That's why our content creation services includes project management in the price, done to a level where you can be completely hands-off, while we're laser-focused on getting you the content you need – when you need it.

Got volume? We aren't phased.

We've worked with Fortune 500 digital marketing agencies creating hundreds of pieces of content for silos of sites on a weekly basis. We've written hundreds of product descriptions just in time for a Black Friday sale to go live, and crafted over 100 landing pages for a solo travel website, to name just a few scaled projects. Your project size with us is limitless! You'll be able to tap into an incredible resource by hooking up to our team.

Our client dashboard and Content Shop makes it easy for your agency team members to order and reorder content. We can even dedicate industry-match writers specifically to your agency clients, to minimize learning curves and errors. Need ongoing check-ins and updates? We can set up weekly meetings and provide spreadsheets so you can track progress anytime.

Breathe, relax. We've got all your volume content writing needs covered.



Managed Content Services

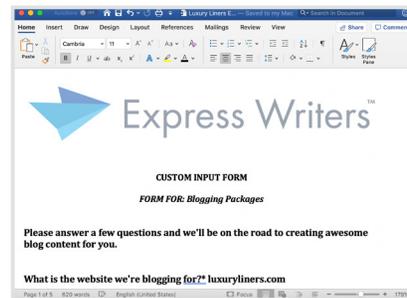
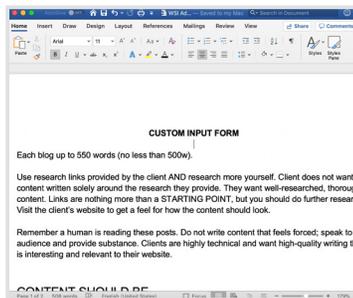
Our content-at-scale services, at a glance.



Full-circle, complimentary project management

Your dedicated writing and editorial team

Much like a personal valet service, but without the cost. We service our brands and agencies with complimentary project management. Korilynn, our dedicated project manager, will learn about your clients and any specific style guides, and set up internal workflows in our team to govern and manage a dedicated writing and editorial team just for you and your clients.



Need a **custom evergreen input form** for your projects or your clients? Our team manager, Korilynn, can create that for you.

All included in the upfront costs of your content services! No extra or hidden fees along the way.





We'll build a custom Trello board to manage your content projects for you. If you have bulk, volume, or multiple-client projects, this is the **perfect way** to stay ahead and organized on all of your Express Writers' content orders. *See an example of a client Trello board in action.*



All the content you need *Every format, every content type.*

We handpick writers from specific industries who have the experience and education necessary to write your clients' content so that it appeals to their specific audience. We have two levels of writers to accommodate both budget and high-quality needs: expert and authority. Plus, we have trained writers for specific formats — journalists for press releases, conversion copywriters for ad copywriting are just a few.





Dedicated turnaround times & pricing for agencies

Competitive, industry-leading services.

Have volume? Need a budget worked out for on-time content at scale?

Contact us to find out what we can work out. We aren't the cheapest on the block, since we're committed to high standards in both quality and turnaround time commitment. We treat every order with the same quality standards, no matter how many pieces. For ongoing monthly work, we can work out 10-15% discounts for your agency orders.



Optional: Content strategy & SEO

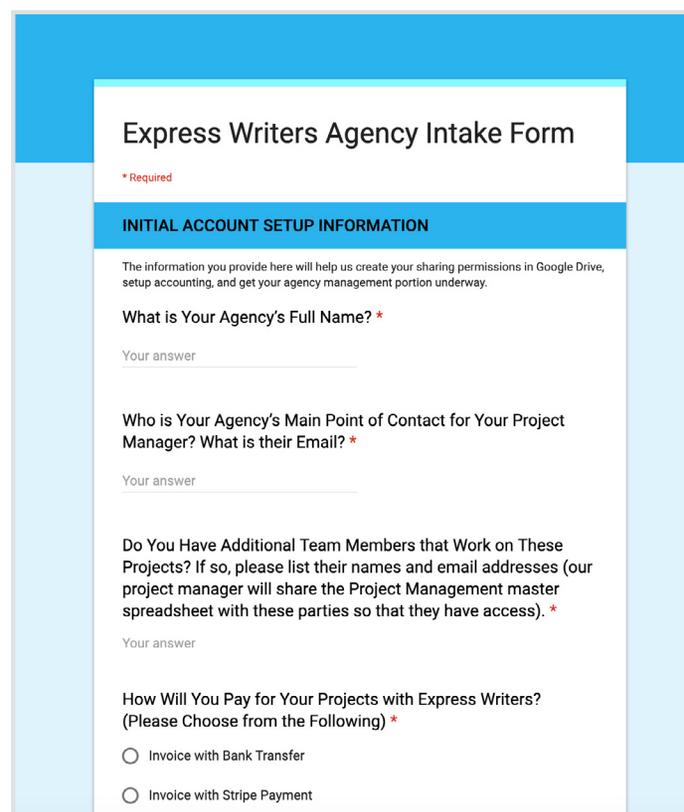
Let us handle the strategy and keywords behind your content.

Optional: For every web page and blog, our Content Strategists can perform topic and SEO research. This is a great way to get rid of those costly monthly subscriptions! Our Content Strategists are trained by our CEO on how to use some of the best tools on the web, including SEMrush, KWFinder, and BuzzSumo, to pick out engaging headlines and keywords.



4-Step Agency Guide: How to Get Started Using Express Writers' Managed Services

1. Sign up to our site as a client. [Sign Up](#).
Already have an account? [Sign In](#).
2. Fill out this Managed Intake Form to let our team manager know all about your content needs and project specifications:
<https://forms.gle/BSSvPsYqkYPkZ1ap9>



The screenshot shows a Google Form titled "Express Writers Agency Intake Form". It includes a red asterisk indicating required fields. The form is divided into sections: "INITIAL ACCOUNT SETUP INFORMATION" with a sub-header explaining that the information is used for Google Drive permissions, accounting, and agency management. It contains three main questions: "What is Your Agency's Full Name? *", "Who is Your Agency's Main Point of Contact for Your Project Manager? What is their Email? *", and "Do You Have Additional Team Members that Work on These Projects? If so, please list their names and email addresses (our project manager will share the Project Management master spreadsheet with these parties so that they have access). *". The last question has a radio button option for "Invoice with Stripe Payment".



3. **Once the form is filled out AND you have a client account**, we'll reach out for a call and discuss your customized content pipeline.

Your customized content pipeline can be set up in several ways:

- a) **If you do NOT have a system in existence for managing your projects:** Our Content Manager will begin setting up your Project Management Tracking Sheet (via Trello), sharing permissions with the names provided in the forms (step 3), and set up the accounting process with you.
- b) **If you DO have a system already in existence for managing your projects (Google spreadsheet, Trello board, etc.):** We will review it and decide how to implement a project delivery flow that fits your system.

Additional steps we offer in our managed content process:

- c) **You will also receive access to an Evergreen Input Form we customize for your projects.** You can use this form for projects submitted to Express Writers (via the pipelines described above) on your client's projects. It provides our writers with details, such as POV, keywords, etc. to ensure you get all of the details in your first draft. You can submit it however you'd like, including using it in the two pipelines described above.
 - d) **When you're ready to go, payment must be received before project starts.** How you pay is up to you! You can choose to be invoiced and pay via bank wire, pay via a checkout link on our site, OR deposit funds with us. *See step 4.*
 - e) Once the first project details are received, our Content Manager will start creating an in-house training reference and guide, handpicking writers based on answers in this form, and your team will be ready to go within the next 48-72 business hours.
4. **Deposit funds on our site**, checkout with a cart link for the exact quote (talk to us to build your cart), OR, send a bank wire after receiving an invoice from us (request one in step 3). The choice is up to you!





Once we get to learn your projects, guidelines and clients, we work internally to create a specific manual for your projects and assemble **your own** dedicated writing and editorial team. You can sit back and reap the rewards of high-quality, consistent content!



We scale with you. When you take on a new client or project and need our help with a new content project, simply tell us and we'll include that in the monthly invoice or deposit request before work begins. We'll get to work organizing project details in your pipeline.

Place Your Deposit

Amount :

Prepaid Deposits expire in 60 Days.

DEPOSIT FUNDS

Sign in and place
your deposit.

Thank you for
choosing Express
Writers, and
we look forward
to helping you
with all of your
content needs!

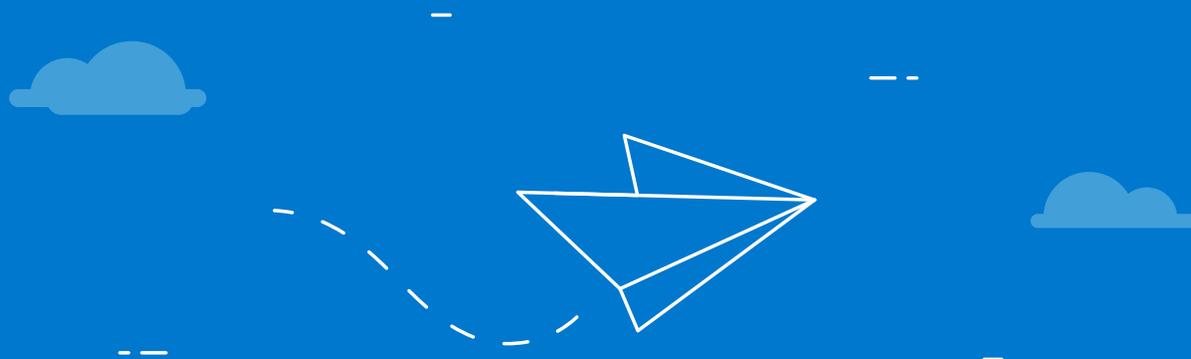


Fully-Managed Content Services

⇒ **Start your fully-managed content creation and delivery system.**

You deposit. We write and deliver, in a process customized to your workflow.

Make a Deposit



We're a gritty, passionate, *talented* team of writers and creators.

See writer bios, learn about our story, and more:

expresswriters.com/about-us

[f /expresswriters](https://www.facebook.com/expresswriters)