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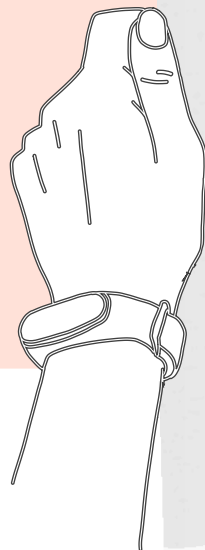
Overview

- The client needed a turnkey content management solution to appease their executive team's marketing goals.
- Words by a Pro (WBP) coordinated a holistic solution that included the talent and integrated processes needed to execute the content strategy from concept to publishing.
- Services included topic generation, drafting, editorial, publication, and consulting on big-picture strategy.
- WBP integrated directly with the client's workflow and helped identify areas of improvement to improve core processes moving forward.
- The client was impressed with the integrated process and the quality of work, especially compared with competing firms, and chose WBP to manage its content process for the launch of WordPress' "Go" content campaign.



THE Problem

As a global enterprise distributed across nearly 100 countries, Automattic had a substantial customer base to support with its marketing assets. They had recently launched a content pilot program for its flagship WordPress brand to test the feasibility of a new inbound marketing strategy, and although the executive team was pleased with the pilot's results, leadership wanted to move quickly to transform the test project into a fully-realized content campaign.



However, the client lacked the internal resources necessary to run the campaign on their own. Across time spent hiring new writers, training, writing material, and managing administrative logistics, the client faced a project commitment that would take months of time and expense to complete.

Their first tactic was to outsource these services to a third-party, but past attempts at outsourcing had produced poor results. Larger content mills could not provide high-quality services across the numerous areas required by the client: content production, topic generation, image sourcing, and flawless Spanish translations.

Primarily, the client struggled to maintain quality control across the different writers tasked with content production. Past agencies could not provide the level of control or process visibility that the client needed to ensure production schedules stayed on track.

The client was forced to use an in-house content supervisor to oversee production, a task that detracted from the value of their outsourcing arrangement.



WORDS BY A PRO'S *Solution*

Things changed when Words by a Pro came onto the scene. The WBP team was selected due to their unique approach and ability to shore up service gaps that the client had been struggling to fill.

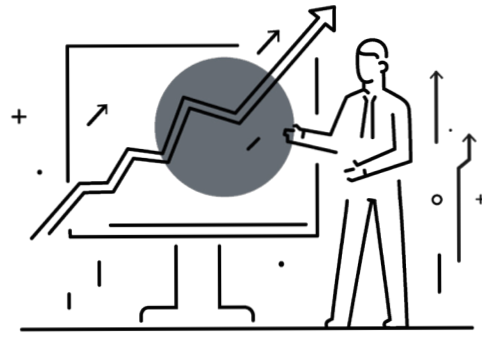
The engagement began with a series of deliverables focused on the company's primary offering: Wordpress.com management. WBP began by generating in-depth content assets on WordPress eCommerce strategy, mobile-friendly templates, domain strategies, and more.

Each content asset delivered was generated by the WBP team, produced in-house, and further developed with a combination of stock and custom images. If revisions were requested, WBP's editors could apply changes and re-publish while maintaining the client's expected timetable. This is a core part of WBP's project management approach; internal

scheduling is set up to eliminate potential interference with the client's own tasks, ensuring that the client receives pristine copy exactly when they expect it.

The client also benefitted from dedicated infographic creation, built through coordinated efforts among WBP writers and designers. WBP's team also helped the client translate key articles for a Spanish-speaking audience, providing 100% flawless translations every time.

Specifically, the client appreciated a high-touch approach with direct contact with the company CEO and editorial team as needed. The inherent flexibility of an agency this size provided a combination of small business agility with expert content production; exactly what the client needed to move forward with its campaign.



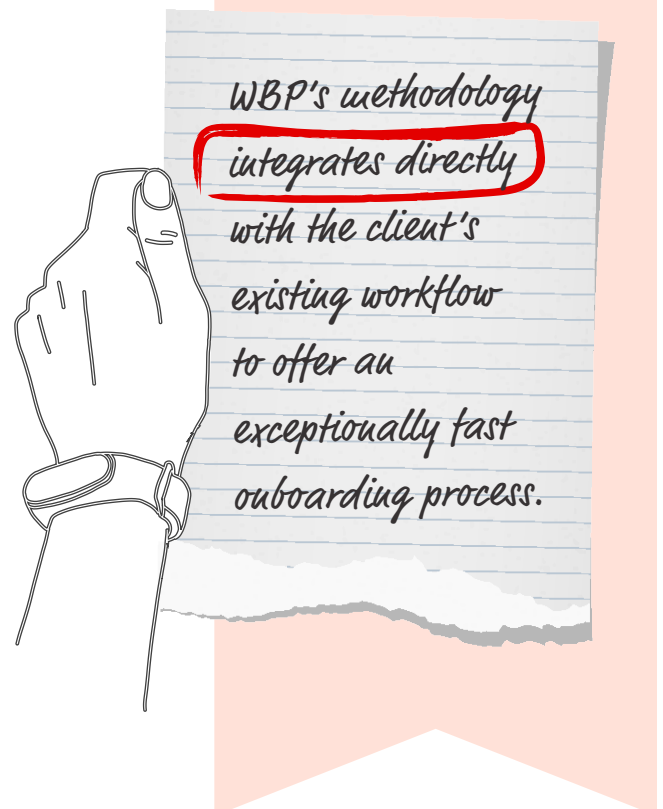
MORE THAN CONTENT: *Process Optimization*

While WBP provided a turnkey content campaign for the client, part of the ongoing value of the engagement was how WBP consulted on and improved the content production process.

This began by working with client reps to map out the project from end-to-end. WBP set up realistic timelines for delivery and tackled production in a multi-phase approach that kept the client in the loop across every stage. Every article produced received multiple levels of editing and approval before reaching the client's eyes.

WBP's methodology integrates directly with the client's existing workflow to offer an exceptionally fast onboarding process. WBP's team signs on to the client's preferred content management system (CMS), Slack channels, wireframing platforms, and more, to make the process as easy as possible. This method allows WBP's team to take a deep dive into the client's production process, giving teams a complete view of production workflows from planning to publication.

Armed with this knowledge, WBP suggests key process improvements that don't just speed up project timelines but provide foundational knowledge clients can use in future engagements.



RESULTS AND *Impact*

While WBP provided a turnkey content campaign for the client, part of the ongoing value of the engagement was how WBP consulted on and improved the content production process.

After assessing more than 40 content agencies, Automattic selected WBP due to the proven content quality and process efficiency that team members brought to the client's project.

Throughout each phase of the engagement, WBP delivered all content assets on time and, in some cases, ahead of schedule – even with allowances for revision requests.

WBP featured a high level of expertise and agility that few competing agencies could match. Additionally, the client cited WBP's talent flexibility as a vital asset, which includes a variety of subject matter experts, editors, designers, and translators. In particular, the client appreciated WBP's in-house content editor who acted as a control tower for all articles, ensuring consistency in voice, quality, and adherence to the campaign's overarching message.

The secret behind WBP's success with this engagement rests in the team's completely scalable process.

Across writers, editors, designers, consultants, and translators, any professional can be brought on to meet unanticipated project demands. It's a type of on-demand service that can be scaled up or pared down as needed to suit the project's timetable and budgetary constraints. With WBP, there's no need to juggle contractors, in-house teams, or services on retainer. The service is self-sufficient and can be put on autopilot, with quality control checks per the client's specifications.

In this way, WBP isn't just a content production company or trusted consultant – it's a completely scalable content provider that offers full integration with each client's existing process. Combined with the team's expertise and always-available contact with the company's CEO, the client had nothing but good things to say about WBP's role in helping achieve a stronger, more focused content campaign.

**"Need help building excitement for your next project?
Let a dedicated content team position your brand.
Contact us at Words by a Pro to discuss your needs
and we'll help you determine the best way to begin."**

CONTACT US