

MARKETING PROVIDER ACHIEVES

A HIGH CONTENT UTILIZATION RATE AND ACCELERATED PROJECT ACQUISITION

Key Takeaways

- Partnering with WBP helped a client launch and maintain a new business endeavor with ease
- The approach prioritized strategies that maximized content utilization rates as a primary way to extend the value of the client's marketing spend
- The high content utilization rate and unique approach to content delivery earned the client's ongoing attention, with many future collaborations to come
- Over time, the relational equity built with the client provided critical improvements to project management, workflows, and project acquisition potential
- WBP goes the extra mile to understand our clients' needs and tailor our processes to their demands, from maintaining flexible scheduling, adopting their preferred collaboration platforms, and maintaining adaptability to accommodate changing need



Introduction

The client, an executive starting a new business endeavor, needed a marketing partner to help them grow by helping to build out their marketing assets, with a focus on content. This client worked as an on-demand marketing partner for other agencies, and as such, had substantial and diverse content needs to fulfill.

The best solution was to source an adaptable partner who could fill these evolving demands and, ideally, provide expert support for emerging marketing needs that hadn't yet been identified.

The client was referred to Words by a Pro to handle production.



Improve Content Utilization Rates to Reduce Costs

WBP's process improves a marketing department's content utilization through the strategic and deliberate deployment of a content management strategy.

A central part of this process is atomization – the process of identifying component parts of a lengthy, high-quality piece of marketing and creating new marketing material from it. This allows the original to be reused and repurposed across a variety of other downstream marketing applications.

This strategy can substantially reduce production time – and overall content production costs – by allowing companies to get more mileage out of each content investment:

“Because the quality is high, my utilization rate is equally high, which means I’m able to do more in less time because I have more material to work with.”



Do more with less budget by extending the value of their marketing spend



Improved ROI on each content asset through the diverse application of material when compared to single-use content assets



More focused and consistent messaging that comes from limiting the number of voices and opinions that often exist in large marketing campaigns



Waste is eliminated with less need to build out additional (and often unnecessary) resources, as the deployment of all content is structured and deliberate

These benefits ensure that all of WBP's clients are able to extend the value of their marketing campaigns beyond what they thought possible, freeing up resources for other campaigns or initiatives.

Build Relational Equity as a Force Multiplier

“There’s such a level of trust there that I don’t even consider looking at other people. When you have a good partner, why would you?”

Due in part to the high content utilization rate and the performance of WBP's services overall, the client continued work with WBP who acted as the client's go-to copywriting agency. Over time, this relationship deepened across more client work and successful campaigns, forming a valued partnership that lasts to this day.

As work continued, the partnership gained a level of ongoing trust and familiarity that streamlined projects even further. Over time, there was less need to confer on issues, discuss strategy, or review capabilities. The client grew to understand WBP's capabilities well, allowing for a more agile and rapid project acquisition pipeline with their own clients.

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For example, rather than needing to clear new projects with WBP's team ahead of time, the client could capitalize on new work opportunities as soon as they appeared, trusting WBP to handle the details.

This level of assurance removed the stress of new work acquisition from the client, who frequently interacted with new brands to develop content campaigns.

In essence, the relational equity built between the team acted as a true force multiplier that expanded the client's ability to provide services. Aside from the high-quality work itself, this equity formed a critical aspect of the ongoing value of their partnership with WBP.

A Unique and Flexible Approach: The Benefits of Leveraging Words by a Pro

Partnering with WBP unlocked powerful improvements to the client's ability to provide high-quality content at speed and at low cost. The service was powered by a strong content utilization rate that, when informed by ongoing relational equity, produced highly successful campaigns for the client's own customers.

Of course, this type of equity isn't built overnight! It was earned through years of collaboration and working through new challenges together. This is a powerful benefit that can't be bought, but it bears fruit when driven by a partnership where both parties are at the table and engaged in the content delivery process.

With WBP providing a unique approach to content delivery and a partner invested in the process, we're able to provide a level of service that not only exceeds expectations but gets stronger over time. And that's a benefit that's hard to match.

