



the content **byte**

Show Notes

Season 3, Episode 5:

How content marketing can help pay the bills

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk about content marketing – what it is, how to get it and what it pays.

What is Content Marketing?

A lot of this used to be called custom publishing and occasionally advertorials and even copywriting... It's all about providing written, social or video content for companies, indirectly generating interest in their company, product or services. The main challenge is that instead of thinking about the audience of the magazine/newspaper, it is more about driving the client's key objectives.

Finding work

1. Search on Google for “Content Marketing Agencies Sydney” or “digital marketing agencies Australia”.
2. Create a list and work your way through it
3. Look at company pages on LinkedIn and for titles of people who might commission content such as Content manager, Senior content manager, Editorial manager, digital content manager etc
4. Connect with them on LinkedIn – you don't necessarily need to send a message – but if they accept your connection request you can message them a couple of days later.

Obviously the more people you contact, the better your chances of getting work. And don't despair if you're not getting a lot of responses. Right now is a tricky time as companies scramble and figure out what they need. We're seeing some companies start to come out of panic mode and commission again, so just keep at it. Also be aware that it's a relationships building game and if you plant the seed, water it by

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following up, keep in touch with that client regularly, etc, and you have the skills required, you will hopefully be remembered when they come to commission.

Pimp your LinkedIn

A lot of journalists don't use LinkedIn as much as they should – it really is the go-to place for business connections. Pimp your LinkedIn profile to mention content marketing, and start posting and following relevant companies. Like their posts and start commenting on relevant articles. [This post](#) from Darren Baguley on pimping your profile may have some extra ideas for you.

What to charge

Because rates have been flat (or falling) in journalism, many former journalists make the mistake of undercharging. Content marketing rates vary, but they start at about \$60/hour and experienced marketers can command prices of up to \$200/hour, especially in lucrative niches such as Finance and Tech. Agencies tend to pay a little lower because they take their cut along the way.

You may also find content marketing agencies pay a flat fee for articles and the rates vary wildly, from \$150-800. Quote according to the project scope – if it's desk research only you might quote at the lower end of the scale. A good rule of thumb is to quote based on your hourly rate, so if you can do a research piece of content marketing in 4 hours and your rate is \$100/hour you might quote \$400/piece. If more is required like interviews, keywords, metadata etc, adjust your quote accordingly based on the time those things might take you. Be aware that in some industries like tech or finance you can command between \$500-800 for content marketing pieces.

Quality counts

Because this sort of writing commands higher fees, the expectations are higher too. Do your research, edit your copy thoroughly (most

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companies don't have in-house editors and expect your copy to be clean). Some writers actually pay for proof-readers or use tools such as Grammarly and Hemingway to vet their work. Always leave your work an hour or two between writing copy and sending it through, and preferably wait until the next day

Resources

Ed Gandia's podcast and website: <https://b2blauncher.com/>

Jennifer Goforth Gregory's book, blog and Facebook group. Her focus is on Content Marketing and she's got some great advice, even if it's US-based. <http://www.jennifergregorywriter.com/>

Hubspot's blog also has some great information:
<https://blog.hubspot.com/marketing/content-marketing>

That's it for this episode. Hope you've found these show notes useful.

Cheers,
Rachel and Lynne