



Show Notes

Season 3, Episode 12:
Moving into content marketing with Claire Bradley from Suddenly

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) welcome our guest, Claire Bradley – Head of Content at Suddenly.

This was more of a conversational episode, but there is still a heap of useful info in there if you're looking at how to work with content marketing agencies.

In this episode we talk to Claire about the following...

- What does the head of a content agency like Suddenly do?
- What do content marketing clients want?
- What do you look for in good freelancers and why do you like using them?
- What transferrable skills do journos have that they can bring to content marketing?
- What skills do journos need that'll make them more employable in the content / digital world?
- How Claire feels about the changing state of media
- Advice for journos who may feel they're in a bit of a 'leaky boat' at present.

You can find out more about Suddenly here:
<https://www.suddenly.com.au/>

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

Cheers, Rachel and Lynne