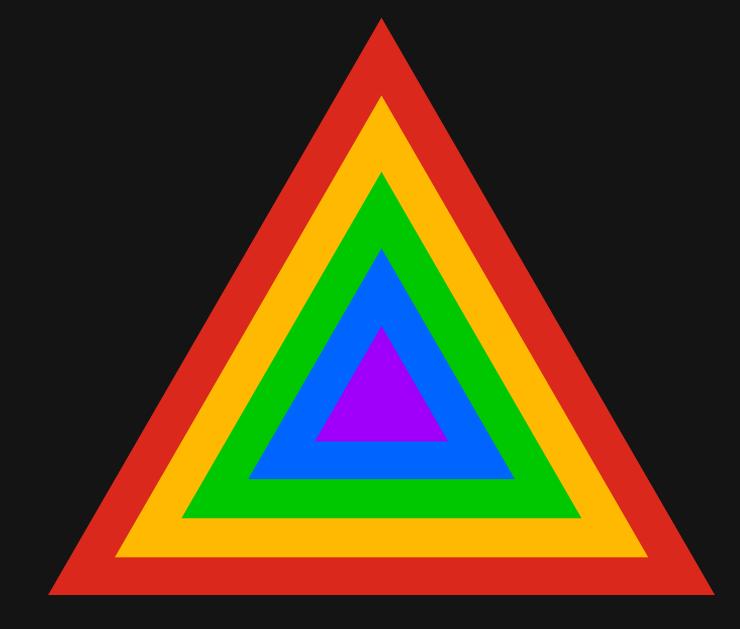


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# **Content Marketing Partners:**

# The Spectrum

As content marketing catches on, thousands of marketers need to sort out who to go to for branded content production. Know your options, and what makes them different. Here's your go-to guide to branded content partners:

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**Content Sweatshops** 

**DIY Marketers** 

PR Agencies >

**Contract Publishers** 

**Research Companies** 

**Content Strategy Scientists** 

**Social Media Agencies** 

**Moonlighting Content Professionals** 

Photographic Houses

Analysts >

Superstar Bloggers >

# **Content Sweatshops**

Mass-produced content served by the word, article or pageview (with a smile). Good blog-filler. Excessive use will cheapen your brand. Archetype: Mahalo Found: Scripted, Read Generation, Blogmutt, WaterMyBlog

## **Freelancers**

Like a no-named diner on the side of the highway – can be great, can be otherwise. Take it or leave it. Always full of surprises. Found: Elance, Odesk

**S-SS** 

# PR Agencies

Forward-thinking ones can square the content, backlink, influencer and SEO circle. Old-style ones, not so much. Always eager, they covet what you covet: Esteem. Archetype: Shift Communications Found: The Digital Table, **Econsultancy List** 

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## Research Companies Chunky and full of knowledge, references

and experience. Made to order for any topic. Sometimes a little dry. Archetype: lpsos Found: Esomar Directory \$\$\$

**Social Media Agencies** 

### Short, juicy content with meme appeal! Sometimes derivative but always a

crowd-pleaser. Everything's "awesome". Archetype: We are social Found: Econsultancy forum \$\$ - \$\$\$

**Moonlighting Content** 

### Similar to media houses but served individually and under the table.

**Professionals** 

but at a much lower cost. Found: Media Bistro, Contently **\$ - \$\$\$**, depending

All that great content quality,

**Advertising Agencies** 

## **Freelancers**

**SEO Agencies** 

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Advertising Agencies

Interactive / Digital Agencies

**Content Marketing** Agencies

Data Visualization / Infographic Specialists

with Custom Wings

Media Houses

**Video Producers** 

**Artists** 

# **DIY Marketers**

Those with a special talent, determination or a limited budget. Motto: No one knows it like I do.

Archetype: Tom Dickson Found: At your kitchen table

## **SEO Agencies**

Used to be great at scraping content. Post-Panda and -Penguin, they've branched into content production. Linkbait-crazy. Archetype: Rand Fishkin Found: SEOMoz Recommends

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# **Contract Publishers**

Good at marrying relevant editorial to brands without over-selling. Have a print heritage, so they're often less hip to search, social and online promotion. Archetype: Redwood Found: CMA Members

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## **Scientists** Give one an omelette, and she'll see

**Content Strategy** 

eggs. Closet organizers of the content world. Taxonomies, CMSs and tagging a forté. Archetype: Kristina Halvorsen Found: A List Apart, Together,

Content Strategy Google Group \$\$\$

Photographic Houses

#### Rich visual content that goes with anything. Reasonably priced but only part of the

content. Brief tightly. Follow closely. Archetype: Scott Schuman Found: Cargo Collective, Flickr Pro Corner \$\$ - \$\$\$

Extravagant and excitable, they make your brand sing, and dance. Great for your heart, but not brain food. May cause indigestion. Archetype: TBWA

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**Content Marketing** 

Found: Wherever you usually find them

### Agencies Exquisite professionals of the content arts. Weave strategy, story and sales

together. Process freaks but with style. To any question, answer: Content. Archetype: Velocity Partners\* Found: ABBA 2222 - 222

**Media Houses** with Custom Wings Famous media titles deliver content out of the back of the restaurant. Know their

subject inside out. Good for co-branded content. Mildly allergic to sales hooks.

### Found: Custom Content dudes **\$\$\$ - \$\$\$\$**

**Artists** Tired of the common fare? A unique take on just about anything you like, but inconsistent. Personality for even

the stalest content brand but you'd better bring the strategy.

Archetype: Hugh MacLeod

Found: Dribbble, AOI, Behance **\$ - \$\$\$\$**, depending **Analysts** 

(that is, indifferent to your brand's

won't totally control.

Biggest names in their field, at your service. A little self-centered, though

tastes). For co-branded pieces you

Archetype: Altimeter Group Found: ATA Research Directory [PDF Download], Twitter List

#### Go-to choice if you want your words to sing and dance online. Each piece may cost you your entire budget. But, by god,

it'll look good online.

Archetype: Razorfish

**Digital Agencies** 

Interactive /

Found: Art Spire list, NMA Top 100 [Restricted access] 8888 **Data Visualization /** 

Infographic Specialists

Story scientists.

#### Data flows with varying quality, but exquisite when done well. Give them a spreadsheet and stand back.

Archetype: Jess3 Found: Visual.ly Marketplace \$\$\$\$ **Video Producers** 

Goodbye staid corporate videos. Hello YouTube generation. Animated

or live action, they speak people's language. A bit hit or miss though. Archetype: Epipheo Studios

Video community Live action: \$\$ Animated: \$\$\$\$

Found: Vimeo agency search,

Superstar Bloggers None get closer to an audience faster. Bring a huge following. And they write, write, write. (Not just in pajamas anymore). For special pieces only.

Archetype: Robert Scoble

Found: Technorati Top 100,

Quora's Blessed Bloggers

**\$ - \$\$\$\$\$**, depending