

The Content Factory Services Menu

Copywriting Menu

All of our content is made to order and cooked up in house. A solid base of linkbait, with notes of SEO, witty references and perfect punctuation, we design our writing to be shared with others. Tends to pair well with social bookmarking sites like StumbleUpon and Reddit.

We can make the tone of your content as spicy as you want – please be sure to let us know what you’re looking for, on a scale of 1-10 (we have a questionnaire that will help us nail the tone you’re after). All orders are served with a side of fresh analytics.

- 1.) **The Little Landing Pages That Can.** Gently resting on a rich bed of call to action, our landing page copy converts browsers to buyers and makes you look like the thought leader you’ve always wanted to be. Our content is the secret sauce that makes any product or service more delicious than ever. **30 cents per word, project minimum \$150.**
- 2.) **The Content Factory’s Famous SEO Blogs.** Our best selling 350 to 450-word blogs, written using our secret recipe of keyword density, useful information and wordsmithery. Our SEO blogs are designed for human consumption – not just as feed for search engine crawlers. As a result, our content drives real traffic. We’ll do all the work for you, including posting directly to your site with a photo, proper tags and categorization. Works well as an appetizer (try it with our social media marketing special!), is also meaty enough to work as an entrée. **\$45 each, or 10 for \$400. Packages of 25 or more discounted to \$35 per.**
- 3.) **The Content Factory’s Famous SEO Blogs (on steroids).** Given recent changes in the way Google values SEO content, to have maximum ROI you really need to have a minimum of 700 words on the page. We took some notes from Jose Canseco and learned how to pump our content up – no artificial fillers! **\$80 each, or 10 for \$750. Packages of 25 or more discounted to \$65 per.**
- 4.) **Naked SEO Blogs.** Is your budget on a diet? We’ll take our famous SEO blogs and drop the word count to 250-350, then serve the content as Word documents. You’ll get the freshly baked content you need, at a bite-sized price point that’s easy for anyone to swallow. **\$30 each. Packages of 25 or more discounted to \$25 per. Naked SEO Blogs on Steroids: \$60 each. Packages of 10 or more discounted to \$50 per.**

- 5.) **The Hippie Dippy E-mail Newsletter.** 100% unique and organically grown, our newsletters are as good for your bottom line as they are for the environment. Who needs bulk mailers, when you can accomplish the same thing with e-mail and save the greenhouse gas emissions? We'll write up a newsletter or e-blast for you to send out to the mailing list you've been building (you *have* been doing that, right?). Our tasty open rates will have you ordering another round in no time. **20 cents per word, including distribution to your mailing list. Want to send it to the media? No prob – we can use our resources as a PR company to send it to outlets covering your industry for an additional \$150.**
- 6.) **Linkbait Like Woah.** We write an awesome 750 to 1,500-word article, marinate it in linkbait and then promote it like it's the premiere of *Dancing with the Stars*. This is the hand-massaged, grass-fed Kobe beef of web content writing, and it's become our specialty. **\$150 per if posted to your website, \$100 distribution fee to find placement for it elsewhere (this is great for PR and SEO!).**
- 7.) **The Big Apple Press Release.** Imported from New York City, our press releases can grab anyone's attention – and for all the right reasons. From spot-on formatting to headlines that beg to be stolen, we'll get people to notice the big news you're sharing. Distribution doesn't just stop at who PRWeb sends it out to – we also cull a list of up to 1,500 media outlets in your industry using MediaAtlas, then email the release directly to editors, writers, segment producers, etc. via Constant Contact. When the editor of the *New York Times* opens our email, we know it – and we'll let you know, too. **\$150 for the release alone, \$400 for regional distribution and \$750 for national distribution to all major media outlets. Less than 7- hour turnaround, add \$250.**
- 8.) **Advertorial Surprise!** You know how sometimes you have to disguise certain foods in order to get kids to eat them? We have to do the same thing with advertorials – disguise your ad to look like editorial content so that readers will eat it up. This is the content equivalent of hiding shredded zucchini in brownie batter, only more appetizing. **\$150-\$350, depending on length and industry.**
- 9.) **I'll Just Have the Editing, Thanks.** If you're the type who doesn't like the food on their plate to touch, you may want to keep control of your writing. If you want somebody to double check your spelling, grammar, word usage and formatting, we've got just what you're looking for. **10 cents per word.**

Online PR Menu

We're like the sample ladies at Costco, pushing people to give your company a try – and we go at it with the gusto of an overzealous perfume spritzer at Macy's. We've got the contacts and technical skill needed to whip up the press you need to keep your company in the spotlight (and in front of consumers).

- 1.) **The (Extra, Extra!) Important Part.** As the name implies, this is the most valuable of all our PR options. We'll monitor sources like ProfNet, Reporter Connection and HARO to pull media opportunities for your business. This enables us to position you as an expert in your field, get your products mentioned in national publications and score you the mouthwatering backlinks you've been craving. The press takes some time to cook up, but the results are worth the wait! **\$200/week.**
- 2.) **Thought Leader Chowder.** We take elements of our linkbait and spin it into a magazine-quality article that positions you as a thought leader. We'll quote you as an expert in your industry, subtly plug your company and then do whatever we can to get it placed in a high-profile media outlet. Or, we can ghost write an article for you – you'll be the bylined author, but we'll write and place the content. In the event that more than one magazine, newspaper or website wants the piece, we can spin it into several unique articles to get as much placement as possible. Why spend tens of thousands on national advertising when PR accomplishes the same thing at a fraction of the price? **30 cents per word plus \$250 for distribution. Rewrites to spin the piece into several unique articles are charged at 15 cents per word.**
- 3.) **Nacho Standard Backlinking.** With less filler than Taco Bell's beef blend, our backlinking will help you get the inbound links you need to accomplish your traffic and page rank goals. 20 submissions served up weekly, with a spreadsheet that enables you track your progress. **\$100/week.**
- 4.) **Sweepstakes Promotion Pot Pie.** Nobody makes 'em better than the mommy bloggers, and we have several of the best ones on speed dial. Reviews/giveaways are a great way to introduce new people to your products or services, and we spread the word like butter on hot toast. We get the sweepstakes crowd involved, and our efforts translate to more Facebook fans, Twitter followers and website traffic. **Starting at \$150 per, plus a minimum of two units of product/prizes.**
- 5.) **Keywords Rockefeller.** Do you know which keywords you should be focusing on, or do you just have a rough idea? We'll fish for some stats, crack 'em open and figure out which phrases you can be competitive in immediately, as well as which ones you should target as a long-term goal. Accompanied with a squeeze of back-end SEO tweaking. **\$100.**
- 6.) **The Coupon Colada.** Like the first cocktail of happy hour, and goes down as smooth. Coupons incentivize purchase, and can help get your business

exposed to people who are already looking to buy – they just haven't decided where yet. You'd be surprised at how saving your customers a little money can pay off big with huge traffic increases. Drink responsibly – too many can give you a headache. **\$100.**

- 7.) **Deep Dish Directory Pizza.** If you have a brick and mortar storefront or rely on any location-based search traffic (Florida real estate, New York personal injury lawyer, etc.), this is a must have one-time splurge. Our favorite SEO guru let us in on this secret recipe, which will add you to 400+ directories, many of which are highly ranked by Google. It's like a buffet of backlinks that you pay for once and get to enjoy for years. **\$350.**

Social Media Marketing Menu

Tired of making reservations for a table of one? You don't need to learn how to make friends and influence people – we'll do it for you. We can monitor the social media space for people talking about you (or about wanting what you have to offer), and respond instantly.

- 1.) **The (Not So Old) Standard.** With a finely balanced posting frequency and impeccable content quality, our Twitter and Facebook management sets the standard for social media marketing. We monitor for all the right keywords, and then introduce potential buyers to your brand. 140 characters or less never tasted so good! **\$250/week.**
- 2.) **Social Media Monitoring Menudo.** We take a handful (or two) of the keywords that are relevant to your company, put them in a pot and then watch them boil. Then we season the mixture with coupon codes, personalized interaction and plenty of links back to your website. When people are talking about you, your industry, your products or anything related to them, we know about it. As a result, every sales opportunity is taken advantage of. It's not stalking if there's no PFA! **Free with The (Not So Old) Standard, not available individually.**
- 3.) **Target Practice with Twitter.** We'll hunt down more followers on Twitter than you can shake a stick at (not that you'd want to). We can get you hundreds of targeted followers each week, and they'll be exactly the kind of people you want to do lunch with. **\$75/week.**
- 4.) **Sunny Side Up Social Bookmarking.** We believe that the chicken came before the egg, just like good content has to be around before the traffic will get there. We'll help you come up with weekly blog titles (which you'll write), and then we'll help promote your content on social bookmarking sites. If you host the dinner, we'll invite everyone over. **\$15 per post.**

- 5.) **Farm Fresh Foursquare (served with a saucy side of alliteration).** The downside of having a brick and mortar location is driving to the office every day. The upside is Foursquare. By giving people an incentive to check in at your business, you drive real people through your real front door. Plus, the technology is super cool. **\$50/week.**

And For Dessert, Analytics

Analytics Fortune Cookie – The sweetest part of our services is the results that we deliver – and we give you the analytics you need to see for yourself. From which tweets were the most popular to how many people StumbleUpon sent to your latest piece of linkbait, you’ll know our efforts are effective by the numbers you see (often garnished with green arrows pointing upward). Served free of charge at the end of each order!

Packages

All of our menu options are available a la carte, but we’ve also put together a few packages that combine our most popular services at our absolute lowest rates. No substitutions, please.

- 1.) **Full-Service Smorgasboard**– Does everything on the menu look so good, you can’t decide what to order? No problem! With our smorgasboard, you can fill up on all of our services for one low price. You’ll get three of The Content Factory’s Famous SEO blogs (or one of the SEO blogs on steroids) each week and everything else you see (except the Little Landing Pages that Can, the Big Apple Press Release and Farm Fresh Foursquare, ‘cause those cost extra – sort of like adding bacon). **\$400-\$600 per week, depending on the industry.**