

Worksheet: Questions to Ask a Content Outsourcing Firm

Content writing and marketing are commonly outsourced functions. Even large companies with in-house content teams outsource to achieve their content production goals. But different companies and individuals offer varying levels of service, experience and industry expertise.

As you engage with potential content providers, consider the following questions and fill in the worksheet to see if they align with your needs and culture. Then, discuss the answers with your team and rate the fit according to our Aspen Scale:



= Not a fit



= Great fit



= Ideal fit

1. How much experience and knowledge do you have related to my industry?

- None
- Moderate (1-2 years/several projects)
- Proficient (3+ years/many projects)
- Niche/Expert (dedicated industry focus)

2. Can you provide references and samples of your work relevant to the specific projects I'm requesting?

	Company Name	Contact	Phone	Email
Reference 1 Notes				
Reference 2 Notes				
Reference 3 Notes				

**Attach samples once received for internal review*

3. What services and content products do you offer?

Services

- Writing
- Editing
- Topic and industry research
- Subject matter expert interviewing
- Customer interviewing
- Survey interviewing
- Content strategy development
- Blog management
- Website management
- Email management
- Social media management
- Graphic design
- Podcasting
- SEO
- Video
- Other:

Content Products

- Blogs
- Guest posts
- Website copy
- Product copy
- Whitepapers
- eBooks
- Case studies
- Email content
- Social media content
- Advertising copy
- Press releases
- Brochures
- Internal materials (sales decks, flyers)
- Scripts for webinars, podcasts, etc.
- Descriptions for webinars, podcasts, etc.
- Other:

4. What structure(s) and level(s) of service offering do you provide?

Structure

- A la carte
- Project-based
- Retainer

Level

- Content production services only (specialty)
- Content production services with additional marketing expertise optional
- Content and marketing services, can pick and choose
- Content and marketing services, all-inclusive packages only
- Full-service marketing, can pick and choose
- Full-service marketing, all-inclusive packages only

If you don't "fit in the box," please provide additional detail:

5. What are the dynamics of the team I'll engage with? Will I have a dedicated team with an account manager and consistent writers?

6. What is your process for getting to know a client?

7. How would you describe your company culture?

8. How do you prefer to communicate with clients?

9. What does your editing process look like?

10. (If SEO is a component of your project) What type of SEO expertise do you have and what services do you offer?

11. What do you need from us to kick off an engagement? What will you need on an ongoing basis?



If you've found a content partner that rates two aspens or more based on your team's evaluation and discussion, consider engaging them in a test project. A test project allows you both to experience the working relationship, vet deliverables and determine if a longer-term engagement makes sense.

Curious if 3 Aspens Media is an ideal fit for you? Reach out and put us to the test at lindsay@3aspensmedia.com.