



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

Photographic Houses

Moonlighting Content Professionals

Analysts

Superstar Bloggers

Freelancers

SEO Agencies

Advertising Agencies

Interactive / Digital Agencies

Content Marketing Agencies

Data Visualization / Infographic Specialists

Media Houses with Custom Wings

Video Producers

Artists

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*

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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

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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: Ipsos
Found: Esomar Directory*

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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*

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Moonlighting Content Professionals

Similar to media houses but served individually and under the table. All that great content quality, but at a much lower cost.

Found: Media Bistro, Contently

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Analysts

Biggest names in their field, at your service. A little self-centered, though (that is, indifferent to your brand's tastes). For co-branded pieces you won't totally control.

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

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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

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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

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*

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