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WORD CASTLE

BUILDING A CONTENT MARKETING COMPANY

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Introduction

Content marketing is at its peak with online businesses. Word Castle is intended to help writers build their own castle, a content marketing company.

For a content writing business to be profitable, it obliges quite an investment in marketing. It requires a lot of planning, stern execution, and a team of skilled writers from different genres helps increase the customer base. Without much ado, I introduce the prerequisites for starting your own content marketing company:

HAVE A DEEP KNOWLEDGE OF THE SERVICES YOU OFFER

Since it is a diversified industry, be sure of the list of services you offer. There are plenty of clients who are looking for a good content services provider. Before doing anything, list the various content writing services you wish to offer and do deep research on it.

HAVE YOUR OWN WEBSITE

Stats say 90% of businesses tend to connect with their customers through websites, especially from mobile devices. Build a website for your company and make it mobile responsive. Having a legit business without a website is absolutely worthless, as it bridges you and your clients.



HIRE SKILLED WRITERS

Companies are ready to hire content service providers who can handle bulk projects. Hiring content writers from different genres can help one add more categories to their service. No amount of marketing and advertising can ever beat the good service provided. Therefore, it is very important to provide satisfactory content writing services, to do so, hire best writers for your company

LAY A STRONG REVENUE STRUCTURE

Content marketing businesses are dependent on mandates, deals, and many others. It is necessary to build a revenue structure to handle the new, existing and future invoices like any other business. If you are planning to start a company on your own, this is an important step to do!



CREATE AWARENESS ABOUT YOUR PRESENCE

Capturing the reader's attentiveness is quite necessary to merchandise your product. Be present on all social media, so it is easy for your clients to find you online. In the beginning, spend a little amount on making you visible online.

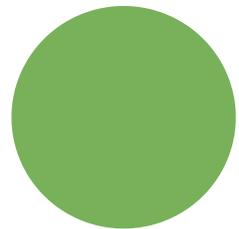
Grabbing audience attention, marketing your services, transcending other content writing businesses!

SCORE YOUR BUSINESS IDEAS

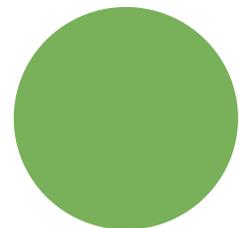
In the following, score your content marketing company based on topics discussed, as a self evaluation

On a scale of 1-10 score your business, on the points discussed above. Also write at least 3 sentences, why you gave that score:

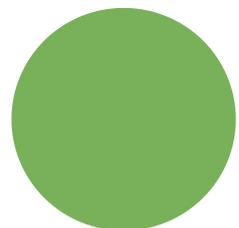
HAVE KNOWLEDGE OF YOUR SERVICES



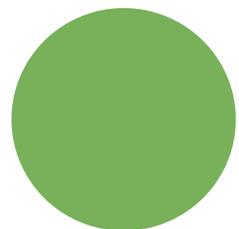
HIRE SKILLED WRITERS



LAY A REVENUE STRUCTURE



CREATE AWARENESS



Opportunities for content writers

With advanced internet access, awareness for content writing as a career option has increased tremendously.

Technology flashes information on our fingertips and the reason behind Google's success. Apparently, billions of people drive information to be up on the internet.

Elementally, to become a mainstream content writer you possess the ability to express ideas in words, a strong vocabulary, and a thorough understanding of the language. Besides, qualification in literature or journalism would make it a little easier to grab opportunities although there is no such specific demand.

It comes with risks of failure, demand hard work, and commitment as much as any other profession. Several options to build their career in content writing are available. Each option demands a different set of skills and an understanding of content writing.



Content writing as a career is diverse and has numerous opportunities for aspiring writers.

About the Author

Vaibhav Kakkar is an Indian Entrepreneur and digital marketing expert. He is the founder of IIMSKILLS, Coursedekho, and Advisor Uncle and writes blogs on digital marketing, the content industry, career development, and education. He has been instrumental in helping various brands across different sectors with their marketing initiatives. He is the author of Word Castle: Building a Content Marketing Company and is a mentor to budding digital marketers.

**Build your content marketing
company like your dream
castle!**