

HOW AGENCY STAKEHOLDERS BENEFIT FROM CLEARVOICE



Answering Agency Teams' Top Questions
About Our Content Marketing Platform
and Talent Network

Dedicated to all the pros deep in the trenches of a digital marketing agency...
CEOs, COOs, SEO Directors, Account Directors, Account Managers, Creative Directors, Editors, and Freelancers

WHY YOUR AGENCY ONLY NEEDS ONE CONNECTED, VIRTUAL WORKSPACE TO GET IT DONE

Find content tools, vetted talent, and workflow for unlimited clients all in one place.

More than 5,000 -- 5,381 to be exact. That's how many solutions graced this year's mind-boggling sixth edition of the [Marketing Technology Landscape Supergraphic](#) by martech expert Scott Brinker. And there's no telling what the coming years will bring to content marketers.

Marketing agencies, both big and small, are drowning in this infinite sea of technology. The big question is: How can your agency navigate these technological waters to be more effective? Answer: by simplifying. You need to declutter your martech stack and keep a few select tools to serve your ever-growing agency.

ClearVoice offers a first-class, virtual workspace solution for the creative process, empowering you to create more quality content with less time and energy. To help you and your team fully understand the many benefits, we answered the top questions key players might ask about ClearVoice when considering it as a potential solution (or in the case of freelancers, addressing their potential concerns).

In other words... This is how ClearVoice can make life much easier on everybody at your agency.

WHAT'S INSIDE

The CEO	3
The COO	4
The SEO Director	5
The Account Director	6
The Account Manager	7
The Creative Director	8
The Editor	9
The Freelancer	10
Infographic: Your Workflow Before & After ClearVoice.....	11
Summary, Resources and Contact Info	13

CLEARVOICE FOR AGENCIES



Your Team



Unlimited Clients



Content Creation Workspace



Integrated Talent Network



Success



THE CEO

TITLES

CEO, President, Managing Director, Chairman, President, Founder, Co-Founder

PRIMARY ROLE

Direct the overall success and growth for the agency.

Can it help me get more business?

Yes. ClearVoice enhances your organization's ability to manage and scale your content creation services effectively – and to reassure potential clients you have the resources to meet their needs.

Can it help me drive more revenue?

Yes. ClearVoice improves margins by reducing everyday friction that happens when content creation spirals out of control for busy teams. Creating more high-quality content using a smarter process translates into an increase in revenue and a decrease in operational costs.

Can it offset my hiring/firing?

Yes. ClearVoice allows you to scale content as needed by curating custom freelance teams for each client and vertical. The freelance economy is here to stay. This agile content creation method means you don't have to hire or fire employees as business ebbs and flows, or be burdened by administrative overhead.

Will it be too expensive?

For any content creation powerhouse, the platform pays for itself with time and resource-cost savings and the ability to increase your content's quality and profits. Most agencies recoup the cost of using ClearVoice within the first 30 days.

Will my team use it?

Agencies often suffer from tool overload — consolidating into one content creation platform will make your team more happy and productive. ClearVoice is designed specifically for you and your team, marketers who need powerful tools to manage content for multiple clients.

Will the adoption (e.g., training, onboarding) be disruptive?

Our customer success team has made onboarding as easy as possible so your team can get to work quickly. Most organizations are up and running in less than a week.

"Our content creation is always increasing, and we're trying to do more with less. Just by taking out all of the noise in that process, and avoiding the back-and-forth, we've been able to focus on what really matters... creating content."

- Justin Gray
CEO, LeadMD



THE COO

TITLES

COO, CIO, GM, VP of Operations, Director of Operations, Director of Human Resources

PRIMARY ROLE

Direct resource management and workflow efficiencies.

Can it help me save money by consolidating tools?

Yes. ClearVoice unifies your content creation efforts by ridding your agency of a lot of martech clutter and unused tools. Your team can manage everything related to the content creation process in one place – for unlimited teams and clients – so you’re paying for one valuable tool instead of many that don’t get utilized.

Can it offset my hiring/firing?

Yes. ClearVoice invites agility within your agency. By outsourcing specialized freelancers, you can increase or downsize content creation without affecting the fate of resources that make up the core of your organization.

Can it help with transparency?

Yes. ClearVoice is designed to make the creative process as transparent and organized as possible. Anyone on your team can track every client, team, freelancer, campaign, budget, and piece of content (including its history) to have complete visibility.

Will the adoption (e.g., training, onboarding) be disruptive?

ClearVoice has a dedicated customer success team to get your team started quickly and successfully. If you need help, an onboarding specialist will guide your team through setting up your first client and your first piece of content for a seamless hands-on experience.

Will a trial period be possible?

So you can fully understand the features and benefits specific to your agency’s needs, ClearVoice offers customized demos to guide you through the platform.

Will it do everything we need it to do?

With ClearVoice, you can manage client-level campaigns, content creation, revisions, approvals, messaging, calendars, users, permissions, budgets, payments, freelance recruiting, pitching, and CMS integrations. Keep tabs on all moving parts from a global dashboard, and export a list of assignments and campaigns with dates and financial information as needed.

“ClearVoice helps us create and distribute high quality content across multiple customers. Their workflow, talent network and distribution capabilities are key in our content marketing efforts.”

- Michael Gullaksen
COO iProspect



THE SEO/CONTENT MARKETING DIRECTOR

TITLES

SEO Director, CMO, VP of Marketing, Marketing Director, Content Marketing Director, Content Strategist, SEO/SEM Manager, Chief Digital Strategist, Senior Digital Strategist

PRIMARY ROLE

Direct analysis and content strategy for search engine optimization.

Can it help with efficiency and scale?

Yes. ClearVoice champions ease and simplicity for your busy clients with tool consolidation. Agencies can invite clients directly into ClearVoice to approve, comment on, or export content -- to accelerate the revision and approval process. The ability to scale up content creation quickly with our features and Talent Network also can enable you to capture more keywords, users, and goals for your clients in a shorter timeframe.

Can it help increase our content output?

Yes. ClearVoice supports your content's objectives to drive engagement, traffic, and leads by helping you reduce content creation time by over 30%. With our Talent Network, you can quickly scale up production with access to vetted freelancers in all major industries, dramatically reducing time spent recruiting.

Can it help deliver better results for clients?

With thousands of publisher and influencer relationships, ClearVoice can help distribute your client's content to the right publishers and social circles.

Will my team use it?

ClearVoice focuses on modern day content marketers, and it's built to power the endless content creation cycle. Your team will quickly be able to streamline their toolset and ditch what doesn't serve them anymore (and eliminate countless logins).

Will it do everything we need it to do?

With ClearVoice, you can manage client-level campaigns, personas, content creation, calendars, and CMS integrations, among a suite of features. Create blog posts, articles, ebooks, etc., for all your clients, regardless of industry. Keep tabs on all moving parts from a global dashboard, and export lists of assignments, campaigns with dates, and financials.

Will your talent network be good enough? We've had bad experiences with marketplaces.

Rest assured that freelancers in the ClearVoice Talent Network are vetted to meet quality standards. No matter how diverse your set of clients, you can easily find expert talent and avoid wasting time playing recruiter.

"The results ClearVoice has generated for one of our clients has been truly impressive: 441% increase in SEO visits, 188% increase in total organic listings, 30%+ increase in lead generation, 87% increase in revenue, and a 51% decrease in average cost per admission."

- Elise Gould

Content Marketing Director, LaneTerralever



THE ACCOUNT DIRECTOR

TITLES

Account Director, Director of Client Services, Strategic Planning Director, VP of Strategy, Strategic Director, VP of Strategic Growth, Chief Growth Officer, Marketing Director

PRIMARY ROLE

Direct the overall profitability of content and goals of meeting clients needs.

Can it help increase the amount of content we produce?

Yes. ClearVoice brings content creation and collaboration into one tool to help your agency save time. Your team will increase productivity by reducing the manual effort with spreadsheets and docs, eliminating various project management tools, and decreasing back-and-forth email communication.

Can it help with account renewals and upsells?

Yes. ClearVoice fosters a seamless work experience that frees up time to create more quality content. Up your confidence in selling to prospects by focusing on the productivity benefits of a team that can get more focused work done, with a lot less energy.

Can it provide us with a superior feature set to our competitors?

Yes. ClearVoice empowers your agency to run a more efficient, results-driven content creation process. The Content Studio elevates your client's content by making it easy to identify industry influencers and trends for sales and marketing to target.

Will the adoption (e.g., training, onboarding) be disruptive?

Onboarding time is minimal since the platform is easy-to-use — and our customer success team is with you every step of the way. And, ClearVoice integrates with one of the most important content creation tools your agency is already using... your CMS.

Will I be able to get buy-in from my CEO or COO? I'm not the decision-maker.

Being able to scale teams with vetted talent — and enjoying an easy workflow for unlimited clients — is a more cost-effective process overall. ClearVoice is an intelligent agency solution that reduces content creation time, while increasing quality and profits. Access to the ClearVoice Talent Network, which includes vetted freelancers in all major industries, also can empower your agency to expand its offerings.

Will your talent network be good enough? We've had bad experiences with marketplaces.

Only the cream of the crop meet our quality control standards, so you can find the best writers that meet even the tightest deadlines with quality work. ClearVoice allows your team to hire and experiment with a wealth of talent in all major industries.

"ClearVoice has been a very good addition to our agency's marketing department, allowing us to better manage all of the content we're creating (both in-house and through external writers) in one place. The tool is solid and is constantly getting updates that help make our lives even easier. Our customer success manager has been incredibly responsive and easy to work with, which means everything for us."

- Marc Herschberger

Director of Marketing, Revenue River Marketing



THE ACCOUNT MANAGER

TITLES

Account Manager, Account Executive, Account Coordinator, Client Coordinator, Project Manager, Marketing Manager

PRIMARY ROLE

Manage and fulfill the content needs and goals for clients.

Can it help with account renewals and upsells?

Yes. ClearVoice makes the agency/client partnership run smoothly for even the most complex content projects. As an AM, you can check on the status of any project from a global dashboard for all your clients, enabling you to maintain a more seamless relationship that fosters trust and confidence.

Can it help us increase the quality of our content?

Yes. ClearVoice gives you complete access to thousands of vetted freelancers in all major industries. Great content requires focus and time — by hiring specialists, your agency can delegate but rest assured that your clients are in good hands.

Can it help deliver better results for clients?

Yes. ClearVoice promotes a seamless content creation process, so you and your clients can drive results together. Working with talented freelancers allows a greater focus on amplification and engagement with every piece of content.

Will it do everything we need it to do?

ClearVoice helps you take control of your agency's content creation process. You can manage everything — client-level campaigns, content creation, users, permissions, payments, and CMS integrations — from one platform. View it all in a global dashboard to keep tabs at-a-glance.

Will my clients be concerned we're using a third party for their content? Would it affect our credibility?

All ClearVoice freelancers are vetted to meet quality standards to ensure you're satisfied with the end deliverable. ClearVoice only accepts seasoned talent with a track record — and if a subject matter expert is needed, we recruit a writer that can handle the job.

Will I lose control over the quality of the content?

ClearVoice connects you with top talent across major industries to meet your content needs. Our features are designed to make the creative process as transparent and organized as possible. You'll never lose sight of the project when you track every client, team, campaign, and piece of content.

"ClearVoice saves a lot of additional time by allowing us to not spend days or weeks reaching out to disparate amounts of writers. We have a network right in the system that allows to reach out and find individuals that have really specific knowledge bases in really specific verticals."

- Jamie Abbruscato

Account Director, Lane TerraLever



THE CREATIVE DIRECTOR

TITLES

Creative Director, Creative Strategist, Content Strategist, Content Marketing Director, Editorial Director, VP of Marketing, Marketing Director, Brand Strategist, Art Director

PRIMARY ROLE

Direct the creative standards, processes, and overall quality of content.

Can it help increase the amount of content we produce?

Yes. ClearVoice is built to help agencies reduce content creation time with a sound process instead of tons of systems. One tool with a dynamic content calendar and access to the latest trending articles empowers your team to get more quality out the door — and more eyes on your content.

Can it help us increase the quality of our content?

Yes. ClearVoice knows that high quality content is what fuels the most successful campaigns. You can hire from thousands of vetted, categorically relevant freelance writers, editors and content strategists to help. We match talent to your needs, so you can achieve the right voice and expertise for your clients.

Can it help with finding better, reliable talent?

Yes. ClearVoice isn't your average writer access network or text broker. Our entire talent network of freelancers is vetted and backed by high-quality portfolios. Our freelancer matching dramatically reduces the time spent scouring for the best writers.

Will changes in administrative process (e.g., accounting), be a headache?

ClearVoice can make administrative tasks like invoicing stress-free for your agency. You get to enjoy quick automated payments upon project approval and less upfront hassle by ditching the need for invoices and tax forms.

Will your talent network be good enough? We've had bad experiences with marketplaces.

This is not a place to build a writing portfolio. ClearVoice brings together proven professional talent across all industries. We only accept seasoned talent with a track record of solid writing, reporting and research.

Will I lose control over the quality of the content?

Rest assured, you can track every moment of the project to have complete visibility along the way. ClearVoice makes the creative process quality-driven first and foremost.

"ClearVoice helped my team build content from planning, ideation, creation and completion. It helped us build a dynamic content calendar, plug in our personas in each content, and give all of our MANY SMEs the opportunity to continue to content far easier. One unified system to manage content has rocked."

- Natasha Ness

Head of UX & Design, Creative Director, LeadMD



THE EDITOR

TITLES

Editor, Copy Editor, Editor-in-Chief, Content Manager, Content Strategist, Communications Manager, Community Manager, Social Media Manager, Editorial Manager

PRIMARY ROLE

Directly managing content creation, freelancers (including hiring), and content quality.

Can it help with freelance payment management?

Yes. ClearVoice makes managing freelance payments quick and painless. As soon as you click the Approve & Pay button on a submitted assignment, ClearVoice can pay the freelancer immediately via PayPal. Paying freelancers promptly goes a long way in building trust and encouraging the best talent to work for you again.

Can it help increase our content output?

Yes. ClearVoice dramatically reduces content creation time by centralizing your calendars and assignments; streamlining communication with easy in-app @ messages tied to assignments; and simplifying revisions and payments. Freelancer matching and pitching via our ClearVoice Talent Network also eases some of an editor's most time-consuming tasks: securing good writers and generating topics.

Will your talent network be good enough? We've had bad experiences with marketplaces.

ClearVoice believes in quality first, and only accepts seasoned talent with a proven track record of expert work. The ClearVoice talent pool is already vetted to bring you the specialists and experts—not the generalists and beginners.

Will I lose control over the quality of the content?

You're only working with vetted talent across major industries, and the content submitted to you will be as close as possible to a client-ready deliverable. ClearVoice also allows you to stay on top of every content project, from tracking multiple clients to teams of writers.

Will my own in-house role be drastically changed or eliminated?

You could be better at your job with the new bandwidth you'll have to create more effective content for your agency. So, your role doesn't need to go anywhere.

Can it help with finding better, reliable talent?

Yes. ClearVoice has thousands of vetted professional freelancers spanning industries and verticals, ready to work hard for your agency. So you can achieve the right voice and expertise for your clients, we match talent to your needs and offer customized recruiting.

"Before ClearVoice, we were managing the content creation process the old-fashioned way—it was horribly clunky and inefficient. Now all our content and communication is centralized within the ClearVoice platform. No more confusing documents and no more invoices—writers get paid via PayPal as soon as I click 'approve.' ClearVoice frees me up to do more with my time."

- Megan Krause
Senior Editor, Vertical Measures



THE FREELANCER

TITLES

Freelancer, Writer, Content Consultant, Copywriter, Freelance Writer, Strategist, Editor

PRIMARY ROLE

Creating content for or providing a specific service to the agency.

Will it affect how and when I get paid?

ClearVoice pays freelancers instantly upon content approval by a client, straight through the platform via PayPal. Freelancers don't need to worry about awkward invoices, payment follow-up emails or anxiously awaiting the next snail-mail check that's paying their bills.

Will it require any training, or will I have to sign up for something?

Agencies can bring on their own freelancers as users of ClearVoice, and setup (where freelancers set rate and payment info) is quick. The platform is designed to be as intuitive and easy-to-use as possible, so any need for onboarding or training is kept to a minimum, especially on the freelancer side.

Will it help with managing assignments?

Yes. ClearVoice tracks all assignments, timelines, and communication within the platform -- for an unlimited number of clients, teams, campaigns, and projects. Less email communication and manhandling PM tools allows freelancers to focus on creating their best work for clients.

Will it take more time for me to do an assignment?

ClearVoice makes content creation take less time, courtesy of a more efficient process in one consolidated tool. Freelancers do everything directly in the platform, and in-app messaging tied to assignments is a cinch if clarification or revisions are needed.

Will it make the revision process easier?

Yes. With in-app @messages, guidelines, and revision history tied to each assignment, the revision process is easier than ever. No getting lost in back-and-forth email chains or digging through downloaded files.

Will it make it harder for me to get assignments if I'm competing with more freelancers?

Although agencies can bring on their own freelancers, they also can recruit more freelancers via the ClearVoice Talent Network. However, once part of the network, freelancers, too, can potentially find more opportunities for assignments with other brands.

"ClearVoice is unlike the typical platforms that freelance writers and marketers may use. It's built specifically for the content creation process. ClearVoice has taken great care to build a platform for those who take content seriously. I love working in the ClearVoice platform, and I recommend it to writers and brands alike."

- Stacy Jackson

Partner, Jackson Marketing Services

Content Creation Process

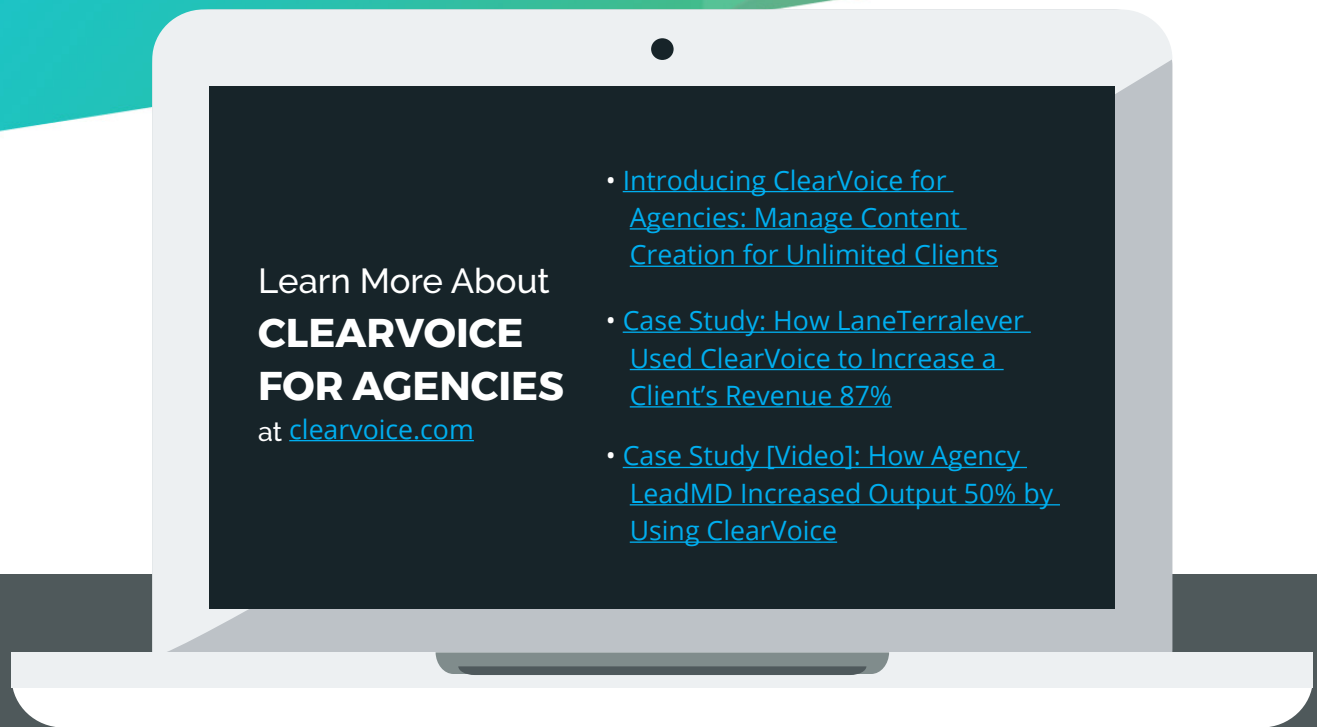


ClearVoice Content Creation



WHEN YOU HAVE TONS OF PROJECTS AND CLIENTS TO KEEP UP WITH, YOU DON'T WANT TO SACRIFICE QUALITY FOR QUANTITY. YOU WANT TO GROW, BUT YOU ALSO NEED TO SCALE.

ClearVoice for Agencies will simplify your content martech stack by packaging up many of your tools into a single platform. The benefits? Better content created in less time, and a happier team that can keep their eyes on the big picture... growth.



READY TO CREATE MORE EFFECTIVE CONTENT?

Three easy options to get started!

✉ Contact us via email: sales@clearvoice.com

📅 [Schedule](#) a demo with us.

☎ Or, you can call us too: (480) 999-5199