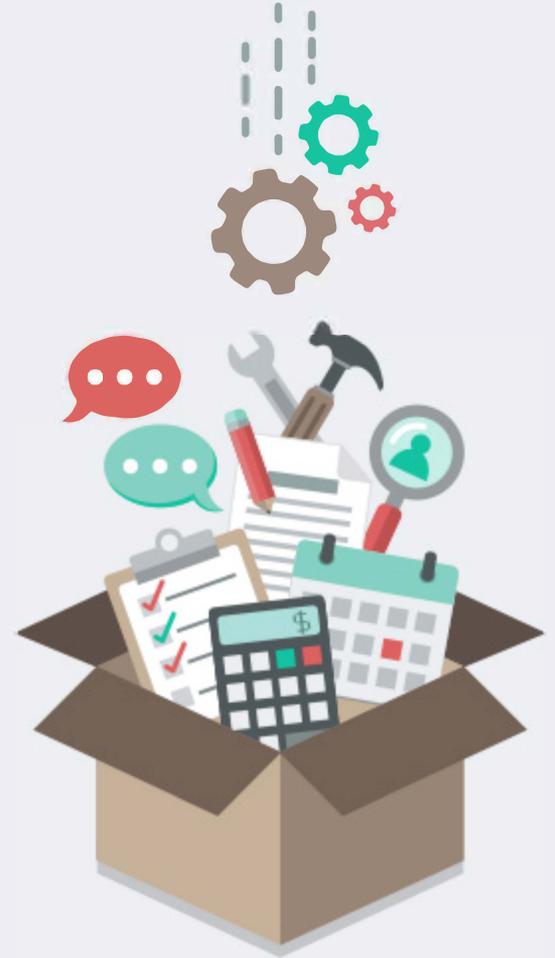


How ClearVoice for Agencies Can Help

CONSOLIDATE YOUR CONTENT MARKETING



Simplify your process to amplify your margins.



Consolidating Content Marketing Tools Can Help Your Agency Grow

Having [one powerful content marketing platform](#) can save your agency time and money. Billable hours are the livelihood of any agency. By consolidating your tools, your team won't be dilly-dallying with non-billable efforts (and anguish) that steal them away from billable work — and they will be less frustrated and more productive.

Explore how tool consolidation can positively impact your content martech stack and benefit the greater good of your agency — so you can *simplify* in order to *amplify* your success.

“87% use content development tools to support their business efforts – a 4% increase from 2016.”

- [RSW/US-Mirren New Business Tools Annual Report](#)

Content development tools eliminate the manual process of shared documents and multiple iterations to make the creation workflow more seamless. Consolidating into one superstar content creation tool can offer collaborative editing within the platform, in addition to having a CMS integrated for quick and painless publishing.

ClearVoice for Agencies can...

- Minimize your needs for Google docs and MS Word attachments
- Manage concepts, pitches, assignments, and collaborative editing
- Directly publish to top publishers or your clients' CMS

“Just 42% of organizations report having high alignment of projects to organizational strategy.”

- [Project Management Institute](#)

Project management tools improve teamwork, but they can fall short for a multi-faceted content marketing agency needing industry-specific features. Consolidating into one go-to project management tool can bridge that gap by helping agencies manage unlimited clients, while having relevant extras (campaigns, personas, approvals, calendars) centralized.

ClearVoice for Agencies can...

- Minimize your needs for separate project management software
- Organize campaigns, approvals, finances, content, and talent for unlimited clients
- Track the progress of individual pieces of content, with timelines for each

“41% of B2B marketers do not have a documented content strategy.”

- [Content Marketing Institute](#)

Calendars keep your team organized and consistent with content creation. A Google calendar can become messy quickly, and a custom-built editorial calendar in a spreadsheet can be a lot of work to maintain — neither options are streamlined for an agency with countless projects for different clients. Consolidating into one dynamic calendar organizes the chaos with the agency in mind, offering a sane approach to content management at a quick glance.

ClearVoice for Agencies can...

- Minimize your needs for external calendars and spreadsheets
- Filter your calendar by client, campaign, publication, publish dates, or status
- Export lists of assignments and campaigns with dates

“71% of freelancers have had trouble collecting payment at some point in their career.”

- [Freelancers Union](#)

Accounting tools are a constant juggle with invoices, tax forms, and payments when **freelancers are another arm** of your organization. Consolidating into one solid accounting tool can give you a competitive edge with your freelance talent pool, with quick automated payments upon project approval and less upfront hassle by ditching the need for invoices and tax forms.

ClearVoice for Agencies can...

- Minimize your needs for accounting software and manual invoicing
- Help you automate payments and avoid tax forms and invoices
- Help track your budget and generate financial reports

“The average professional receives 100 emails every day.”

- [The Radicati Group](#)

Project communication tools should reduce the back-and-forth conversations, whether part of the review process internally or seeking clarification from a freelancer. Less email is a good thing — and while [Slack](#) can help, it can be a distraction. Consolidating into one project communication tool keeps everyone focused with in-app messaging that's specific to each assignment and collaborative editing without the confusion.

ClearVoice for Agencies can...

- Minimize the clutter of email and scattered communication
- Foster transparency with in-assignment messaging and collaborative editing
- Streamline client feedback and approvals

“More than 40% of the American workforce, or 60 million people, will be independent workers—freelancers, contractors, and temporary employees—by 2020.”

- [Intuit](#)

Talent acquisition tools are a lifesaver when you're searching for skilled freelancers to support your agency's non-stop content creation cycle. There is a better way than casting a wide net and coming up empty-handed. Consolidating into one intelligent talent acquisition tool will provide vetted creative talent, so you can avoid spending time you don't have playing talent recruiter.

ClearVoice for Agencies can...

- Eliminate doubts of using external job sites and unvetted talent pools
- Minimize the headaches of recruiting freelancers for niches
- Help you scale your teams up or down quickly

“Influencer campaigns have proven effective for over 80% of marketers who have tried them.”

- [eMarketer](#)

Content intelligence tools reveal analytics and trends that will fuel your content creation engine. Though these insights are unbeatable, signing into different platforms can be a turnoff when you're racing to create content. Consolidating into one robust content intelligence tool, [like Content Studio](#), will help you identify top-performing and influencer content to elevate your approach.

ClearVoice for Agencies can...

- Minimize your needs for Google Trends or nonstop brainstorming
- Help you finding trending articles and influencers across multiple industries
- Amplify your ideation further with freelancer pitching

**“53% of marketers say
blog content creation is
their top inbound
marketing priority.”**

- [Hubspot](#)

CMS tools have their place in the content publishing world; however, they can become a big, unnecessary step for busy agencies. Already content creation takes time, so it's important to find ways to cut down steps whenever possible.

Consolidating into one robust CMS tool does just that, bringing editing and formatting into the platform while offering an approval system most CMS platforms don't have.

ClearVoice for Agencies can...

- Minimize time managing content in multiple tools like WordPress, HubSpot, or Drupal
- Streamline the revision and approval process so you can meet more aggressive deadlines
- Help you finalize content before publishing to clients' CMS

Make Your Agency Limitless

Manage Unlimited Clients, Content Creation and Talent
All in One Collaborative Workspace

- [Learn How One Agency Increased Output 50% Using ClearVoice](#)
- [Learn More About ClearVoice](#)
- [Request a Demo of ClearVoice for Agencies](#)

Want to learn more? Contact us now at [**sales@clearvoice.com**](mailto:sales@clearvoice.com).

