

CONTENT MARKETING PLATFORMS

HOW TO CHOOSE

CONTENT MARKETING PLATFORM VS. MARKETPLACE

WHAT'S THE DIFFERENCE?

MARKETPLACE

Shoppable online network of freelance content creators

SEARCH BY:

Experience

Portfolio

Influence

Interest

Audience

Price

PLATFORM

A holistic software approach to content marketing

FEATURES INCLUDE:

Scalable content production

Network of content creators

Integrations with Social Media, websites & blogs

Managed support + training

Content tracking + analytics reporting

MARKETPLACE BENEFITS

Access to a network of freelance creators.

Search for content creators using filters including location, age, interest and experience.

Create lists of creators for content opportunities.

Content creators profiles show a snapshot of the creator's capabilities, experience and analytics.

Facilitates creator transactions

PLATFORM BENEFITS

Gives you all the benefits of a marketplace while taking a multi-pronged approach to content including:

PAID

OWNED

EARNED

Connects you to vetted content creators, able to produce a wide variety of content including:

Video

Photography

Website Copy

Product Descriptions & Meta Sata

Blog posts

Research & Whitepapers

Infographics

Ability to assign or delegate tasks to a team of creators dedicated to your brand

Facilitates content review, approval, delivery and payment workflows

Collaborate with a team of seasoned professionals who help keep creator content on brand and on message

Integrated tools for cross-channel content promotion, amplification and reporting

WHAT TO LOOK FOR

WHEN CHOOSING A CONTENT MARKETING PLATFORM OR MARKETPLACE

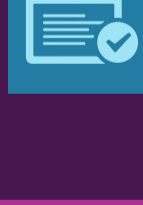
EXPERIENCE



Choose companies with proprietary technology over marketplaces or platforms that may be licensing white label software from another network.



Look for large networks of creators of experienced creators that range in interest, specialty and niche.



Choose companies that have a history of success in the sector rather than one that's untested.

SERVICES



Look to a marketplace or platform with a variety of services to meet varied marketing goals and budgets of all sizes.



DIY, low-budget option or fully managed service options are a good indicator.



Full range of content options & creator niches instead of just one or two types of content.

BIG DATA



Creator reach, stats and rankings.



Analytics and tracking throughout the content creation and promotion process.



AI Technology that makes finding and choosing the right creator as hassle-free as possible.

5 QUESTIONS TO ASK BEFORE CHOOSING

02 What type of analytics and tracking data is available to help you measure your content marketing ROI?

03 How are creators on the platform/marketplace vetted, rated or ranked?

01 How long has the platform been in the content marketing game?

04 What support options are available?

05 Can you pick and choose the services you need?

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