



How to Scale Business with White Label Content Marketing

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Is your team being asked for more? Maybe your clients or company want to sell more of their product or service, improve their marketing game, simply reach more people, or produce more branded content.

Have you considered how content marketing services can grow business? You already provide core marketing services reliably. But maybe you've struggled to tackle content marketing or other efforts to generate leads, produce content, or convert customers.

There are two solutions that solve many of these needs:

1. Provide content marketing services. In this guide, we'll get into the benefits of content marketing and how it fuels business when done well.
2. Partner with a white label content marketing agency to provide these services. We'll look at who benefits from white label services and how to hire a partner you'll trust.

Millions of businesses publish content online in hopes of generating sales, but they often fall short of getting results. With the help of an experienced white label content marketing agency, you get strategic content that engages targeted audiences who convert to leads and ultimately happy customers.

And all through an efficient white label service that saves you time, effort, and money.



What you'll learn

How white label content marketing helps scale business

What a successful content marketing process looks like

How to work with a white label agency you can trust

How white label content marketing helps scale business

Marketing can directly increase sales. But how? Answering this question is the top priority for many marketers and businesses. You need a plan to attract audiences and move qualified leads through the sales funnel to convert. Strategic content marketing does exactly that.

Let's dig into the benefits of content marketing as well as how to get the most from it for businesses and clients.

Are you ready to scale? Are your clients ready for more?

Businesses now attract audiences (and ultimately customers) by being digital first. But online user experiences on websites, blogs, emails, and social media often aren't used effectively to generate leads. There's a better way.

Strategic content marketing helps to not only engage audiences, but also grow and target the ideal audiences for the product or service being sold.

Consistent and compelling content marketing meets audiences where they are. It then guides, reminds, and educates them about a business, helping to convert them into qualified leads, and ultimately satisfied customers.

Effective content marketing services will fuel those who come to you looking for more business, whether it's within your own company or for clients you serve. Relying on a [white label content marketing agency](#) allows you to grow both your service offerings and your positive results.

Kaleidico partners with companies like yours to provide polished content marketing services you can efficiently and sustainably use, without adding significant overhead or effort to your process. With increased content marketing efforts, you provide ongoing strategic, optimized content that builds audiences and generates leads.

The good and bad of content marketing

Content marketing generates approximately **3x as many leads** while costing **62% less** than traditional marketing.

Source: [Demand Metric's Content Marketing Infographic](#)

47% of buyers view **3-5 pieces** of content before engaging with a salesperson.

Source: [HubSpot's The State of Content Marketing in 2021 \[Stats & Trends to Watch\]](#)

60% of marketers reuse content 2-5 times, but **only 29%** actually have a strategy for doing so.

Marketers who prioritize blogging efforts are **13x more likely** to see a positive ROI.

Source: [Small Biz Genius' 40+ Incredible Content Marketing Statistics for 2021](#)

So content marketing is a no-brainer for growing business, right? But it's not something you can simply switch on. Content marketing is an all-encompassing effort that spans several campaigns and channels.

To generate leads with the help of content, you need to successfully execute a content marketing plan. That includes overseeing complex timelines and hiring and managing content creators, as well as editing, strategizing, publishing, and tracking content's performance across multiple channels.

Despite these challenges, businesses increasingly commit to using content marketing because it's extremely effective. **82%** of marketers reported actively using it in 2021, up from 70% the year prior. To manage these new efforts, more than half of small businesses currently **outsource their marketing efforts**, with 65% of larger companies outsourcing.

Offer effective content marketing services without starting from scratch by partnering with a white label content marketing agency.

What does it mean to hire a white label agency?

White labeling involves outsourcing your content marketing needs to an agency who specializes in it, while offering the service to your clients or business, as if it's your own.

For instance, if you're an agency wanting to provide content marketing services to your clients, the white label service works with you behind the scenes to meet your clients' goals and provide a content system that will fuel your clients' business and your own.

A high-quality partner will incorporate the latest SEO strategy and tools to produce content that gets your clients to the top of search results and in front of qualified leads. This content often includes:

- Blog posts and news
- Email marketing
- Video scripts
- Website copy
- Social media marketing

You continue devoting energy to your core offerings, while also providing the full benefits of content that converts.



KALEIDICO

How Kaleidico can help

Over nearly two decades, Kaleidico has tested systems that support the customer journey and generate leads, which has led to the creation of our content marketing process. After testing and proving its success, we now offer a white label service to other businesses looking to efficiently and effectively provide content marketing.

Within our dedicated Content Studio, we oversee detailed timelines, edit effective content, recruit and manage expert writers, and produce efficient, high-quality marketing materials that get results for you and those you serve.

WHO IS WHITE LABEL CONTENT MARKETING FOR?



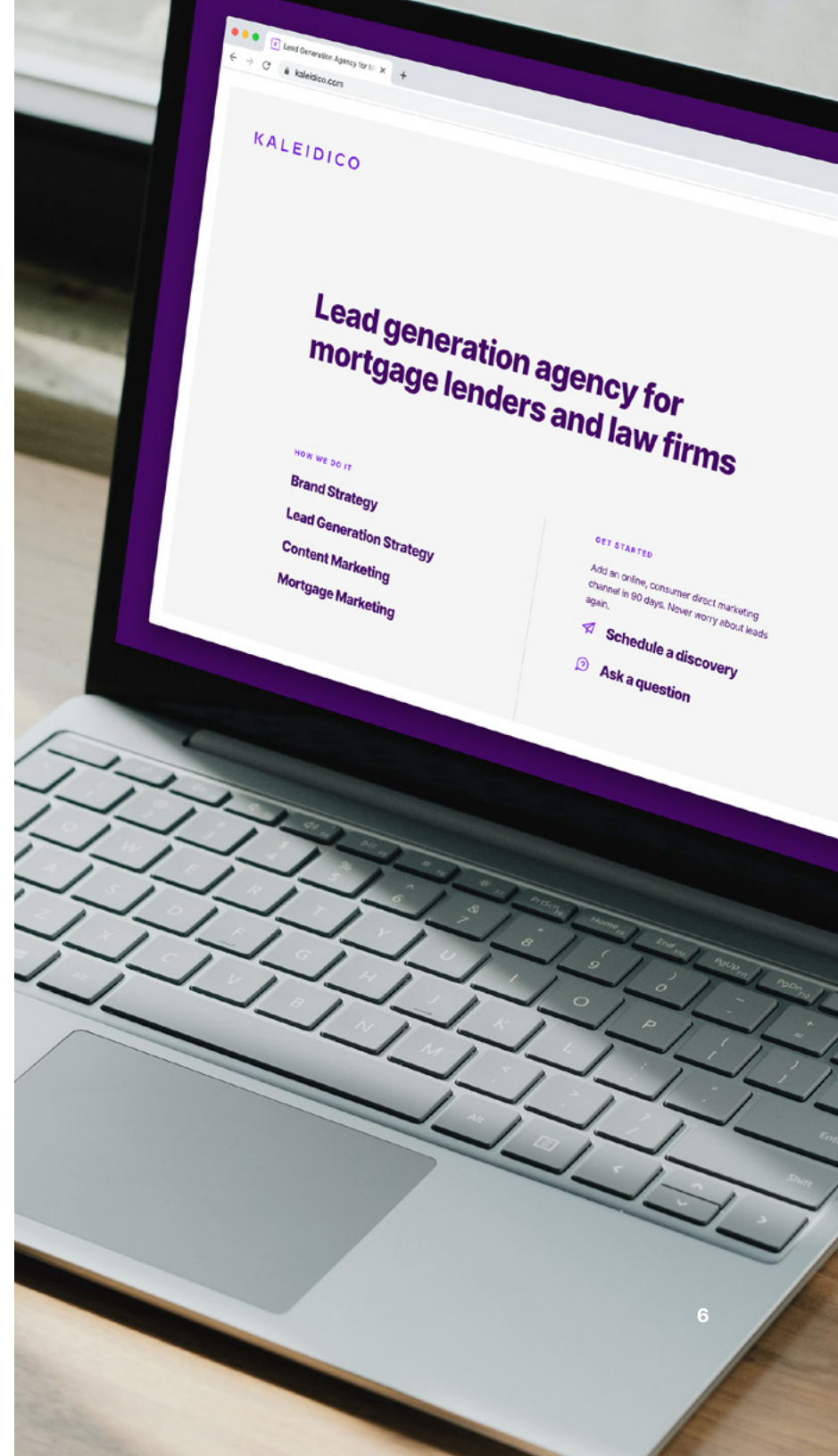
Digital marketing agencies

If you want to grow your services or the number of clients you work with but can't currently expand your in-house team to reach your goals.



Content and marketing teams

If you want to increase content marketing efforts within your company but can't hire more people in-house to manage the workload and get results.

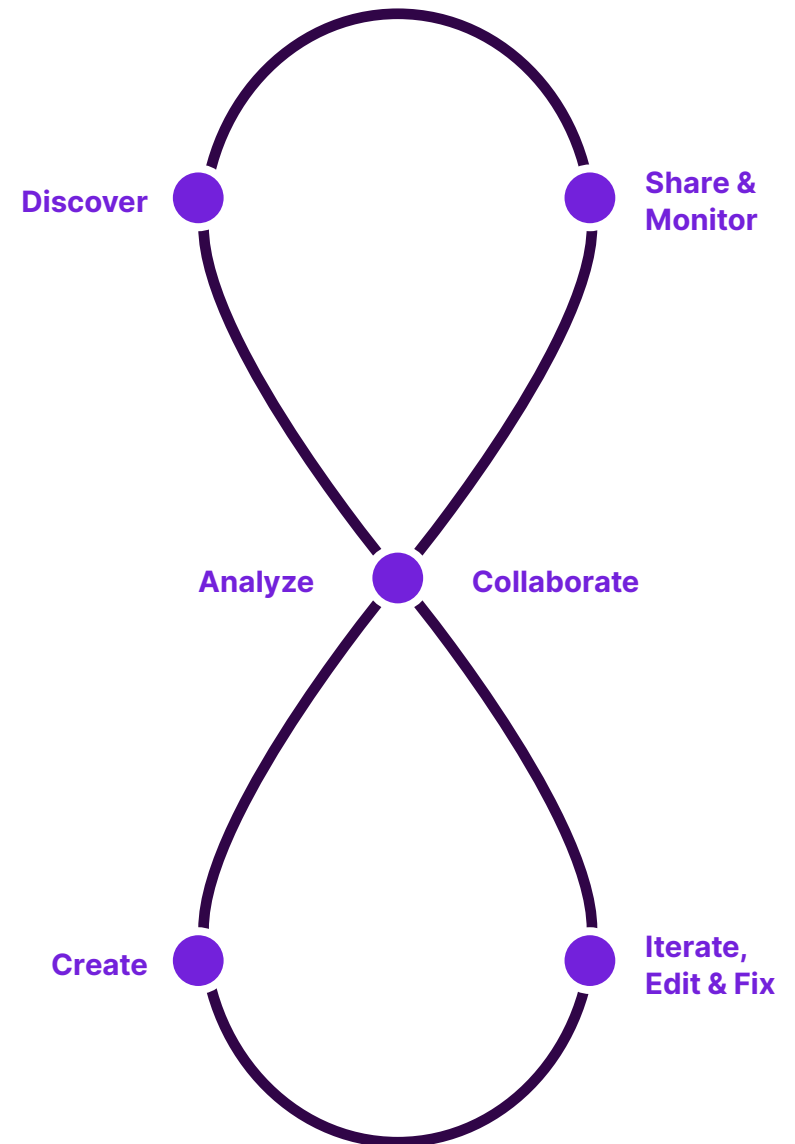


What makes a successful content marketing process

If you want to take on content marketing, whether you're running it yourself or working with a partner like Kaleidico, you'll want to ensure the process and strategy is effective.

Our proven content marketing system is available as a white label service to businesses like yours because we've spent the time and resources testing and building it to ensure it generates success over and over. That success stems from these three steps:

- 1. Discovery and planning** - Continually research your clients or business, competitors, and the market to establish target keywords and a customized SEO content marketing strategy and timeline.
- 2. Content creation** - Manage timelines and writers to create, edit, optimize, and publish custom, strategic, brand-specific content across channels. Our system allows us to do this at high volumes, on a consistent basis.
- 3. Traffic generation and analysis** - Track the performance of content, building audiences and adjusting tactics to ensure content converts, guided by strategic KPIs. This builds the momentum for lead generation and growth.



What backs our proven content marketing system

Our content marketing framework, as well as our team, has been tested among industries and in changing markets for more than 15 years. Through this we've developed a foundational system that standardizes processes for efficiency, builds in flexibility to adapt to changing needs, and best of all, generates qualified leads that convert. It all stems from the following three elements.



Ongoing SEO Strategy and Research

Our team incorporates the latest SEO techniques, guiding the strategy behind SEO content marketing with the most competitive tools. This includes Google Analytics, Google Search Console, and SEMRush to research keywords, traffic, and search engine result rankings to find what consumers are looking for in each clients' field. Content is then born from these strategic insights.



Build the Right Team

Rather than buy freelance content like many others do, we bring to the table a highly-trained team of professional strategists and content creators. Many of our writers have backgrounds in journalism and now specialize in writing for specific industries. They're regularly briefed on client needs and ongoing SEO strategies so that you get brand specific content with a strong individual voice.



Manage Timelines and Tools

As straightforward as keeping a schedule sounds, once your content and teams grow, timelines can quickly get out of hand. Keeping up with the latest organizational tools helps manage the workflow of large-scale content production. Our team uses tools like ClickUp, Slack, and Google Drive to make sure no details or deadlines are missed and that content is strategically produced to meet clients' needs on a consistent basis.

How to work with a white label agency you can trust

Sometimes growing your in-house team just isn't possible or even the best solution. It can require too much time, effort, and overhead. Not to mention more resources to manage new team members, and find, hire, and train the right fit.

White labeling provides an alternative — outsource the work to a trusted team with expertise in supplying content marketing that converts.

Although bringing in outside services may feel like a risk, you can hold them to standards that ensure any outside addition becomes a natural part of your team. When vetting a white label partner, they should gain your trust by confidently answering questions like the ones on the right.

Questions to ask a potential white label content partner

1. How will content marketing work be planned, organized, executed, and tracked so that you and your clients or business feel confident in the process and see results?
2. Can the white label service meet changing demands for content, whether that means increasing or decreasing efforts as goals change?
3. Is the white label service solely a content creator or does the partner also incorporate broader content marketing and lead generation strategies?
4. What is the relationship between you and the white labeling service?
 - Does the service include a process for maintaining and initiating communications with you or will you need additional in-house resources to manage it?
 - Does the white label agency understand your client or business relationships and work with you directly to help you provide these services?
5. Is the service well-established and in it for the long haul? Can you count on it to provide ongoing content services for you?

How to know the white label content is effective

Another way to assess a potential white label content service is to look at the quality of the content itself. Use this checklist to evaluate whether white label content is high quality and effective.

Although it may differ from market to market, effective content often includes the following:

- An ongoing flow of content to continually engage audiences
 - A consistent, professional brand and voice across content channels
 - Content that is useful and valuable to the consumer
 - Content that guides audiences from where they are to the solution the business offers (guiding them through the sales funnel)
 - Content that establishes a business as a credible, honest, and professional resource
- Strategic use of keywords and other SEO elements, including:
 - Links
 - Active voice
 - Word counts
 - Format and styles
 - Images
 - Videos
- Content that helps users engage and convert to customers, including:
 - Functional and attractive design
 - Calls-to-Action (CTAs)
 - Progressive lead paths for consumers to make inquiries
 - Lead magnets to provide value in exchange for users to sign up for emails

Kaleidico's white label content marketing process

We partner with you and maintain open communication at a pace you're comfortable with, while also removing the burden of content planning, strategy, and creation. We cycle through this process as we analyze, adapt, create, and publish content for you.

How we work *with* you

What we do *for* you (behind the scenes)

DISCOVERY

Start with a Discovery session with us and get to know the content needs of your team, your business, and/or your clients

Deep keyword research and analysis for each client's space in the market and its competitors

STRATEGY & PLANNING

Review the strategic content marketing plan Kaleidico creates for you, to ensure we're on the right track

Draft a strategic content marketing plan and establish KPIs based on your goals for your team, your business, and/or your clients

CONTENT CREATION & OPEN COMMUNICATION

Maintain open communication as Kaleidico executes the plan and tracks performance, and as your goals shift

Assign expert writers to execute the content plan within established timelines and edit content to ensure elements of SEO, lead generation, and client voice are included

CONTENT REVIEW & APPROVAL

Agree on process to approve content and the preferred system and needs to publish content across channels

Provide what is needed to efficiently review, approve, and publish content across channels

ANALYSIS & REPORTING

Kaleidico will provide you with reporting so you can share wins and easily show the strategy behind them

Track and report performance of content across various channels and adjust plan to ensure we're on track to reach strategic goals

Are you ready to get started?

If you need the structure of a well-designed content marketing framework but don't have the resources to build it, white labeling provides an alternative. Grow your services with a partner you can trust. Fuel your clients or others you serve by increasing lead flows and conversion rates to keep them coming back for more.

Content marketing opens the door to many new opportunities, which also means new challenges. Those willing to take it on experience deliberate and strategic growth.

How Kaleidico can help

With a white label agency like Kaleidico, content marketing is a repeatable and scalable process.

We dedicate our time to strategizing the best approaches for each client. We also teach our content creators about who they're writing for. You get brand-specific content with a strong individual voice, all with the overarching goal of converting leads to customers.

If you need support in your content marketing efforts, learn more about Kaleidico. We understand clients and their audiences. We can help you do the same. Work with us to execute strategic content marketing strategies to grow your business.

Discuss your ideas with experts who think about brands and positioning every day. Kaleidico would love to start the discussion with you.



[Schedule a discovery session](#) with us

Or email hello@kaleidico.com