

The background of the slide is a dark charcoal grey. It is decorated with numerous thick, colorful brush strokes in shades of purple, teal, blue, red, orange, and yellow. These strokes are scattered across the frame, some appearing as long, sweeping lines and others as shorter, more textured marks, creating a dynamic and artistic feel.

HIRE A WRITER

CAPABILITIES



**Hire a Writer is a digital
agency that puts
communication first (because
that's the heart of connection)**

Here's what we can do:

SEO

Fractional SEO leadership
Audits
Technical SEO
SEO strategy
SEO content

EMAILS

Audience segmentation and email strategy
Nurture flows
Newsletters
Sales emails

SOCIAL MEDIA

Social media strategy
Social media campaigns and content

TikTok, Instagram, LinkedIn, X, YouTube, Pinterest, and Threads

WEBSITES

Lite dev work
Website sitemapping and content strategy
Website content
Funnels
Pipelines

BRANDING

Personal branding
Business branding
Brand voice
Brand guides

TRAINING

Writer training
Writer coaching
Writer workshops

PRESS

Fractional in-house PR leadership
Press releases
Press networking
Pitches

PREMIUM CONTENT

Research and studies
White papers
Lead magnets
eBooks

SEO

[Preview an SEO strategy](#)

[Apply now for our SEO services](#)

Fractional SEO leadership

All successful SEO work starts with a good strategy. We can provide a highly experienced SEO professional to provide fractional SEO leadership for your business and team.

SEO audits

We provide full technical and content SEO audits that include competitive analysis, SERP analysis, site analysis, KW analysis, and more.

Technical SEO

Our technical SEO services include structured data markup, schema work, site structure cleanup, plugin management, optimization, and more.

SEO strategy

Don't need an in-house person, just want someone to build you a strategy? We can create 6-18 month SEO strategies that your team can execute.

SEO content

SEO content is our origin story and we continue to excel at creating both AI-assisted and human SEO content (sold in packages).

"The team at Hire a Writer has helped us gain thousands of keywords and site hits a month. We have absolute clarity on the positive revenue impact of organic search for our business."

STACY WILLIS

VP OF MARKETING AT PLAYWIRE



EMAILS

Check out a
killer email sequence

Apply now for
Email Marketing services

Audience segmentation and email strategy

Precise targeting has never been more important when it comes to emails – we can help you with audience segmentation and sequences that work.

Nurture flows

Actually producing email content people want to read is an art – we'll help you with nurture flows and more.

Email newsletters

A regular newsletter is a great way to stay in front of the right audience – Hire a Writer to shape your biweekly or monthly comms.

Sales emails

We have a tried-and-true method for writing winning sales emails and we can help you execute it.

They have done a phenomenal job. Our firm highly recommends them! They carefully listened to what we wanted and wrote it in precisely the tone of voice and format our brand needed.

BRAD DERY

OWNER, THE BRADFORD GROUP

★★★★★

SOCIAL MEDIA

Check out a social media
comms strategy

Apply now for
Social Media services

Social media strategy

What's the plan? We don't believe in haphazard - we can help you shape a per-platform social media plan that builds the right audience.

Social media campaigns and content

We have monthly packages that can create the right videos, carousels, swipe files, infographics, and more to make your social media profiles stand out.

"Amazing experience! Hire this team and don't look back."

BILL KONVES
DIRECTOR OF MARKETING

★★★★★



WEBSITES

Check out a website site mapping project

Connect with us directly to talk about a website project

Lite dev work

Need a landing page created? A setting changed? We have a full stack developer who can help with lite dev work and housekeeping.

Site mapping and website content strategy

Facilitating the customer journey is everything - we can collaborate with your team to craft the right sitemap, the right URL structure, and the right conversion-friendly flow.

Website content

We write fantastic, engaging, to-the-point website content that is optimized for search and conversion.

Funnels

Your website should have infrastructure to support lead nurture and funnels - we can help create that structure and plug in the right content.

Pipeline

Our marketing ops people can help you set up pipelines (note, this service is specifically available to HubSpot sites).

They nailed it. They are is very meticulous at analyzing the information they're given, and producing copy that fits the tone and captures the intended audience.

DR. CRYSTAL LADWIG
STRATEGIST, EDUCATION 360

★★★★★

BRANDING

Connect with us directly to talk
about a branding project

Personal branding

Want to boost your personal brand? Start with a strategy, then get a coach/cheerleader to help you create the right content.

Business branding

How will you make enough noise to get noticed? By building a killer brand – we can help with all of the content-related aspects of that.

Brand voice

Tone is an art. We have extensively researched the pairing of the right voice to the right audience, and we can help you shape your brand voice.

Brand guides

Synthesize all of your important brand work into something that helps all of your marketers and writers implement it.

The Hire a Writer team did an awesome job working with eseo. They not only wrote articles that built brand awareness and provided the Philly community with valuable resources but also acted as a true partner during the early days. Thanks!

IAN CAMPBELL
OWNER, ESEO



TRAINING

Connect with us directly to inquire about writing training or coaching

Writer training

We can work with your writer(s) to create a custom training program to support their growth and skill development.

Writer coaching

The best writers thrive in an apprenticeship model. We can provide 1:1 coaching and mentorship.

Writer workshops

The Hire a Writer community provides group training on a regular basis, as well as ride-alongs to watch a professional writer work.

PRESS

Check out an in-house
PR project plan

Apply for a press project here

Fractional in-house PR leadership

Public relations has changed. Mass pitching doesn't work. If your PR agency is overpriced and under delivering, it may be time to bring it in-house - we can help you make that strategic transition.

Press releases

Get a simple press release out into the world... but get it written, optimized, and delivered the right way.

Press networking

People want to know y-o-u - meaning, the leaders in your brand. That's how you earn visibility. Let us help you chart the course and maximize reach.

Pitches

Pitches should be personal. Poignant. Relevant. We can help you create a library of pitches that can be adapted for ongoing use.

Their team has been a great addition to our PR efforts, working seamlessly with our publicist and PR firm to create the right assets to get press attention.

BRIAN FITZPATRICK
OWNER, QREDIBLE



PREMIUM CONTENT

Check out our
lead magnet samples

Connect with us directly for a
specific premium content project

Research and studies

Whether you want street cred, to organize existing research, or to gain backlinks, proprietary research and studies are the creme de la creme - and we can help you create them.

Whitepapers

This is a big category for us - we are staffed with academically accomplished writers who can write sound, beautiful whitepapers.

Lead magnets and eBooks

Make it interesting, make it memorable, make it magnetic - we will help you conceive and execute effective lead magnets.



Amy



Lindsey



Sanders



Faith



Chris



Mark



Kaitlin



Taylor



Shaoli



Angela

HIRE A WRITER

We're here to make you sound great.



Meagan



Megan



Joy



Eisen