



Client: FinalStepMarketing (FSM) is a full service digital marketing agency based in New York City and owned by Alex Gurevich.

The Problem: FinalStepMarketing is a rapidly growing digital agency and specialized in numerous verticals while providing a full scope of marketing services - from PPC to SEO, inbound and outbound marketing, partnership marketing and more.

The company had daily, consistent and varying copy and content needs across a wide range of industries during various periods of growth from 2016 to 2021.

As FSM grew, it struggled at times to keep up with constantly increasing client content demands. Internal writing teams were often overburdened with numerous projects at once and at full capacity.



Solution:

Upon engagement, WriterArmy soon recognized that FSM was a dynamic agency that would require a detailed customized onboarding process.

FinalStepMarketing first hired WriterArmy in 2016 as a white label content vendor and worked with WriterArmy for many months to develop a content creation and intake process that could efficiently produce high-quality content with quick turnarounds on a consistent basis.

For every new copy or content project, WriterArmy guided FinalStepMarketing to provide detailed specifications on the client mission, vision, values, existing landing page wireframes or layouts, buyer personas, buyer stage, project goal, audience, pain points, brand and tone guidelines, SEO keywords, desired deadlines and other relevant end user and conversion details.

Additionally as a part of our process, WriterArmy would request that FSM gather any additional information, links, references, or other details, directly from the clients at the start of the project if there were any unclear areas or missing pieces.

A content project manager would then review the brief and supplementary details and check our current active pool of writers to select the writer or writers that would be the best fit for the project based on industry expertise, willingness to work on the project, availability, and skill set.

As a part of the research process, the WriterArmy writer(s) would review online references, research and data, competitor websites, and product or service information provided by the client, along with any existing prior examples, as appropriate, in preparation for the project.

Upon delivery, a dedicated content project manager would review the project, request revisions or provide edits, and perform any final touch ups before delivery to FinalStepMarketing.

FinalStepMarketing would then take the draft to the client for the client's final approval. If the draft of the project was satisfactory to the client, the project was considered completed and successful.

If not, revision requests were sent to WriterArmy within 3 business days and adjustments were made as appropriate.

## PROVIDED SERVICES

CONTENT CREATION + STRATEGY



Outcome:

WriterArmy was able to serve as an effective all-in-one copywriting and content solution for FinalStepMarketing to eliminate copywriting bottlenecks at a flat, transparent, flexible and scalable monthly cost.



WriterArmy was able to handle the full range of marketing collateral for every new and existing FinalStepMarketing client that came our way, including social media content, sales copywriting, white papers, SEO blogs, landing pages in web content, and video scripts.



We developed an efficient intake process that ensured content projects could be initiated with minimal time requirements while also maximizing client satisfaction and minimizing revision requests.

Revision numbers were kept at a minimum; the vast majority of content projects were accepted by FSM clients, and content projects were delivered at a faster rate than ever despite substantial variety from one project to another and coverage across numerous verticals.

Final Step Marketing has grown to become one of the highest revenue digital agencies in New York City and WriterArmy continues to partner with FSM on challenging marketing and copywriting projects in 2022.

Our current intake process in 2022 is largely based on the unique and highly effective process we developed through multiple years of experience with FinalStepMarketing.

Need an all in one solution for your agency's content and copywriting needs?

We have years of expertise partnering with agencies of all sizes as a responsive and dedicated content department. Talk to WriterArmy today about how we can help you scale.