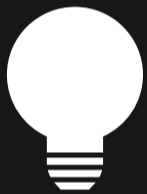


Content Menu

Keep your content strategy fresh, relevant and effective with our flexible unit pricing and ever-expanding range of content marketing products and services.

Castleford provides a number of tailored content marketing packages, designed to add value to your business regardless of your internal resource, size, budget or industry. Everything we do is priced in units, which means your content marketing strategy is totally flexible. Your Content Strategist will use this Content Menu to populate your rolling Content Plan. Our Content Menu is updated regularly based on feedback from customers, our internal research and changes in the market.



Content Strategy

Content Plan Standard | *No additional cost*

A rolling plan setting out your top-level strategic goals and showing how we intend to distribute your Content Units over the coming months

Content Plan Premium | *2 units per month*

A detailed, monthly plan for all aspects of your content marketing activity. Premium Content Plans set out content for your blog, website and social media and can include content created by you or third parties as well as content created by us

Content Calendar | *2 units per month*

A regularly-updated article planner that provides an opportunity for us to pitch specific pieces of content and collaborate with you on article-level strategy

Reporting Standard | *No additional cost*

A quarterly update looking at how the service is performing, identifying improvements on your website and social media, and pitching new content ideas

Reporting Premium | *4 units per month*

A monthly report in addition to your standard periodical performance reports. Includes in-depth SEO reporting, best practice guidance and Search Console management

Developer Consultation | *2 units per hour*

Time with one of our in-house web developers to carry out fixes or improvements on your existing website that require specialist, technical expertise

Strategist Consultation | *2 units per hour*

Tap into the experience and knowledge of our Senior Content Strategists or UX Designers for additional consultation on any aspects of your digital marketing activity

API Integration | *from 12 units per website*

Integrating our Content API in line with our Golden Rules to allow the seamless publication of content on to your website or blog

Website Build Standard | *from 80 units per website*

WordPress website revamps or migrations to give you a functional and professionally designed online presence that you control

Website Build Premium | *bespoke unit price*

Bigger, more complex website projects requiring extensive briefing process



Content Production

Standard Editorial Features | *2 units per 400 words*

News-led features or evergreen articles that explore topics relevant to your target audience. Editorial Features can be presented in various styles, such as news stories, how-to articles, comment pieces or list articles

Premium Editorial Features | *5 units per 400 words*

Highly-targeted blog and website content that uses a unique article level research process for maximum search, social and user impact. Includes dedicated project management support

Interviews | *2 units per interview*

Phone-based Q&As with your staff or customers. Interviews are an excellent way to produce truly collaborative, on-message Editorial Features for your blog, social media or email. Article creation charged separately

Professional Editing | *1 unit per 500 words*

Editing of your existing copy for spelling, grammar, style, tone or search optimisation by one of our Senior Writers. Full rewrites are priced separately

Video Blogs | *5 units per video*

Regular, branded studio videos covering relevant news stories, tips and advice or sales-focussed content that add an exciting visual element to your website, blog or social media and push viewers through to your landing pages or CTAs

Special Editorial Projects | *bespoke unit price*

Our in-house Editorial Teams are available to undertake special projects not covered by one of our Content Menu items. Speak to us about a quote

Special Design Projects | *bespoke unit price*

Our in-house Graphic Designers are able to take on special projects not covered by one of our Content Menu items. Speak to us about a quote

Landing Pages | *5 units per 800 words*

Weighty, authoritative website pages compete for priority search terms and inform, engage and convert your target audience. Landing pages can be presented in various styles from product descriptions to in-depth analysis of a relevant topic or theme. As well as your website, landing pages are also ideal for improving your social media profiles

Downloadable PDFs | *6 units per 500 words*

Establish your thought leadership and capture leads for your sales team with downloadable case studies, whitepapers and eBooks. PDF design, layout and formatting priced separately

Custom Images | *2 units per image*

Creative thumbnail graphics that differentiate your blog content from the competition and make excellent creative posts for your social media campaigns

PDF Design, Layout & Formatting | *from 1 unit per 500 words*

On-brand, professional layouts from our design team that turn whitepapers, case studies, eBooks and more into downloadable content assets that add value to your website and capture lead information

Infographics | *from 16 units per graphic*

Shareable and branded full-length graphics that use vibrant icons and images to highlight your USPs, explain a process or present relevant data in an engaging format

Premium Video | *ask to see our Premium Video Menu*

Animations, on-location video and bespoke video projects from our in-house video team



Content Promotion

Custom Calls-to-action | *from 2 units per call-to-action*

Customised buttons and forms that grab the attention of your website visitors to drive more conversions

Banners | *from 2 units per banner*

Creative, brand-consistent banners that present your business, products and services in the best possible light for website landing pages or social media profiles

Social Media Automation (Twitter, Facebook, LinkedIn and Google+) | *2 units*

Setting up automated posting of links to your latest content for your social media profiles

Social Media Support | *from 4 units per month*

Custom posts, profile optimisation and social media management to help you build your presence across the most relevant social media sites to your business

Email Newsletter Templates | *from 2 units per template*

Customised templates to make sure your email comms don't get lost in your subscribers' inboxes, so you can get your content in front of more of the right people

Custom Emails | *2 units per email campaign per month*

Creation of email newsletters or other custom emails that require a manual set-up each time they're sent out to help you connect with your subscribers and drive them back to your site

Media Releases | *2 units per 400 words*

Product news, company announcements or market commentary for distribution to print and online media (distribution cost not included)

Paid Promotion | *ask to see our Content Promotion Menu*

Management of paid, content-driven campaigns on Google AdWords, Facebook, LinkedIn, Twitter, Outbrain and AAP