

Budget Ask – Freelance writers

A business use case for Content & SEO

Goal: To select 3-5 freelance writers to help us produce an additional 10 blog posts per month faster and with a deeper understanding of the [INDUSTRY CATEGORY] industry, our local markets, and our communities so we can improve our organic visitors to the website. In turn, this will increase conversion rates and thereby metrics like leads, SQLs, tours, referrals, etc.

Budget Ask: The 3-5 freelance writers will be an additional \$5,000.00 per month spend, \$60,000 annually in addition to the budget asks we've already had approved. This would result in an additional 10 blog posts per month for an additional 50 blog posts by the end of 2022.

Timeline: We aim to have the freelancer writers selected and contracted signed by the end of July 2022.

What: We are primarily focused on finding freelance writers for the blog only. The freelance writers would be split between content themes including, but not limited to 1) Indian segment (1-writer dedicated to supporting community content pipeline) 2) NorCal location segment (1-writer that lives within in the NorCal area) 3) Expert (1-writer to produce more trends to add authority 4) SEO writer (1-writer dedicated to producing how-to, educational content). Typical blog content KPIs evaluated are things like organic visitors, organic pageviews, and keyword rankings.

Why: Today, with 2 editors and 5 freelance writers, we can only manage a max of 20 blog posts per month (1 post per day). With 2 editors researching, writing briefs, managing writers, editing, producing, and publishing, we are hitting capacity. To reach 40 articles, we need additional writers.

Who: [YOUR NAME] will be utilizing these freelance writers to help produce blog content.

ROI: We have the potential to be generating \$2,910,000 from the blog each month with an ROI of 93%. This is based on the assumptions provided below.

- 1) 160 hours per month for [LIST TEAM MEMBERS] to manage the blog (80 hours per person per month)
- 2) \$23,720 per month in labor costs to manage the blog
 - a) \$18,720 per month for [LIST TEAM MEMBERS] to manage the blog (\$117 per hour)
 - b) \$5,000 per month for freelance writers (this is our current budget for the 20 blogs we are producing today)
 - c) \$5,000 additional cost per month for new freelance writers)
- 3) \$500 per month in technology costs (hosting, maintenance plugins, Semrush, etc.). *This is a guesstimate.*

It costs us \$29,220 per month to manage the blog.

Let's assume that after visiting the blog, 30 people per month sign up.

If we sell a house for \$150,000 and earn a net commission of 2.2%, that transaction is worth \$3,300. However, if we complete more transactions between listings, sales, etc., that's an additional \$18,950 in revenue. If the family is well connected and can send us two \$3,300 transactions per year for 15 years, that's another \$99,000 in revenue. In other words, that \$3,300 transaction is the bridge to a total client lifetime value of \$121,250.

But, we know we have company blog expenses of \$29,220 per month. The \$29,220 is roughly 24% of the \$121,250 comes out for expenses. So that brings us to \$92,030.

So let's assume our customer lifetime value for the blog is \$92,030.

We would be generating \$2,760,900 from the blog each month (30 sign ups from the blog per month x \$92,030).

Our monthly ROI of the blogging program is 93%. (\$2,760,900 from monthly revenue - \$29,220 investment = \$2,731,680 divided by \$29,220 investment = 93%).

Potential blockers: To reach 40 articles, we need additional writers. But we also need a person to help edit those articles we're getting. We would likely need an additional editor for roughly an additional \$5,000 per month/\$60,000 per year.