

MINERVA CREATIVE



WWW.MINERVACREATIVE.CO.UK

THE COMPANY

Founded in 2014, Minerva Creative provides high-quality copywriting, search engine optimisation, and website design. Specialising in copywriting and content generation, our team of copywriters delivers exceptional web and print content for a variety of clients in myriad industries.

Featuring experienced agency copywriters, former journalists, editors, and web specialists, our team has the ability to craft engaging content that reaches your target audience. Not only that, our 'content-first' approach ensures that we are able to help you dominate the search engines in a manner that is lasting and effective.

All copywriters are English, highly educated, and have vast experience in professional writing. As such, whether you require branding, SEO content, blog articles, or print editorials, you can be confident we provide the services your company - and your reputation - deserves.

WHO WE WORK WITH

Our 'white label' copywriting service is perfect for marketing and web agencies looking to provide their clients with regular content that is consistent and of the highest calibre. Best of all, we operate with full NDAs to ensure that, at the end of the day, your client values your service above all else. We're simply a silent partner that helps you help them.

Similarly, we work alongside a number of companies directly, helping advise on content strategy, content creation, and website optimisation. Regardless of your copywriting and content needs, we have the skills and experience to help you.



WHY WORK WITH US?

We understand that 'outsourcing' is something of a dirty word. That's why we prefer to say that we're partners or even an extension of your team. We're not based in some far-flung corner of the world (unless you consider Kent far-flung), and nor are we a collection of moonlighters looking to earn some extra cash through writing.

We at Minerva Creative are experienced professionals that take pride in their work. We do a good job because we value what we do. As such, you can be confident that we'll take the time to research properly, write engagingly, and edit conscientiously to ensure you're provided with the best content possible. And we do it all quickly!

Of course, you don't just have to take our word for it...

TESTIMONIALS

"I would highly recommend Minerva Creative. I have used their copywriting services for a number of years now and I will very much continue to use their services for all my content marketing requirements."

"For many months Minerva have provided my photography business with exceptional marketing content. Creating strong ideas for blog stories as well as writing content for my website, and at times working to tight deadlines. No job is too small or large – they always deliver. Always a friendly service and reasonable rates. I'd highly recommend Minerva to any business!"

BENEFITS FOR YOU

- Saves you time and effort
- Guaranteed quality and consistency
- Easily order content via our customer portal
- Affordable content creation
- Access to a team of experienced writers
- We work to your SLAs



AFFORDABLE, NOT CHEAP

Value for money isn't about simply paying less. It's about securing the highest quality for the price you pay. So, if you're looking to pay per word or are expecting rates that make minimum wage look extortionate, thanks but no thanks. We wish you well for the future.

With Minerva Creative, each and every member of our writing team possesses experience that you can't buy. They've spent years honing their craft, and night after night burning the midnight oil checking and double-checking their work. Because when you're a writer - a true writer - it's a continual pursuit for perfection. And it's that passion and dedication that you are paying for.

So, how much can you expect to pay when working with Minerva Creative? We believe in affordability, and we believe in value for money, so you can be confident that you'll be paying for great content and great service.

PRICING

We'd love to say there's a one fixed price for everyone, but frankly, you wouldn't believe us. Nor would we expect you to. Instead, our pricing varies according to your needs. So, while you may only need us for a one-off project of just a handful of pages, it'd be folly to assume that would come at the same rate as clients with whom we're on a retainer.

PROJECT BASED PRICING: For ad-hoc, one-off projects, we'll quote based on content type, page quantity, word count, and deadline.

RETAINER BASED PRICING: Those with regular demands pay a fixed price for a fixed quantity each month. The more you order, the cheaper it gets.

WHITE LABEL BASED PRICING: Designed for agencies, our white label pricing is tailored according to volume and deadline.



EXAMPLE PRICING

All that said, we understand that you need at least a rough guide to how much our work costs. As such, we're delighted to provide a few samples of pricing. These prices are subject to change and should be taken as a guide only. Please contact us direct for more details.

Ad-hoc/project service

Cost

Content up to 350 words £32 per page

Content - 351 to 500 words £40 per page

Content - 500+ words £48 per page

Retainer service

Cost

Content up to 350 words £26 per page

Content - 351 to 500 words £35 per page

Content - 500+ words £42 per page

White-label service

Cost

Content up to 350 words Price on request

Content - 351 to 500 words Price on request

Content - 500+ words Price on request





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