



# Custom Content

## Choose from Two Options

### Professional Article

- Price: \$500
- A dedicated content strategy call with the client to determine article theme, tone, keywords, goals, etc.
- CTAs such as quotes, ads, custom photographs (to be supplied by publisher partner)
- Two rounds of revisions with a max 10-day turnaround (from the business day after all client onboarding call and content approval)

### Custom Content Series

- Price: \$2,000+
- A monthly series that includes four articles per month,
- One monthly dedicated content strategy call with the client to determine and revisit articles' themes, tones, keywords, goals, etc.
- CTAs such as quotes, ads, custom photographs (to be supplied by publisher partner)
- Two rounds of revisions per article with a max 30-day turnaround for all four articles (from the business day after all client onboarding call and content approval)

## How to Pitch

### Before meeting with the client...

Contact [julia@brandedcontentproject.com](mailto:julia@brandedcontentproject.com) for assistance. The Meta Branded Content Project and DML team will assist you in creating a custom content deck and sales pitch.

### You sold one! Now what?

## Custom Content Process Brief

### Step 1



Visit the DML Marketplace > Custom Content > Create New Request

| Price Class | Initiative Name | Target Delivery Date | Target Publish Date | Status           |
|-------------|-----------------|----------------------|---------------------|------------------|
| Standard    | Callin Test 1   | 07/30/21             | 08/09/21            | Ready For Review |
| Custom      | Yes             | 12/27/21             | 12/28/21            | Ready For Review |

## Step 2

Choose Custom Content Request Option: Request Quote

**Professional**  
The Professional Article includes: One dedicated content strategy call with the client to determine article theme, tone, keywords, CTAs such as quotes, ads, custom photographs to be supplied by publisher partner and two rounds of revisions, with a max 10-day turnaround (from the business day after all content details are received).  
\$500 per article  
[REQUEST QUOTE](#)

**Custom Content Series**  
The Custom Content Series includes: A monthly series that includes four articles per month, one monthly dedicated content strategy call with the client to determine and revisit article theme, tone, keywords, CTAs such as quotes, ads, custom photographs to be supplied by publisher partner and two rounds of revisions per article, with a max 30-day turnaround for all four articles (from the business day after all content details are received).  
Custom  
[REQUEST QUOTE](#)

## Step 3

Fill out the Custom Content Request Form: Campaign Details > Brand Discovery > Custom Content Questionnaire



Custom Content Request

New Custom Content Request

1 Campaign Details 2 Brand Discovery 3 Custom Content Questionnaire

**Initiative Name \***  
Is there a campaign name or theme for this initiative?

**Target Delivery Date \***  
When is the ideal date to receive the content?

**Target Publish Date \***  
When will this content be published?

**Content Format \***  
Digital-only, print, magazine, etc.

**Content Strategy \***  
Why is this content being produced? Is it a part of a larger marketing campaign? Please share all marketing details, including newsletters, social media campaigns, promotions, etc.

## Step 4

A Distributed Media Lab team member will then put together a Creative Brief and contact you via email within 2-3 business days.

## Step 5

Following receipt of the Creative Brief, schedule a 30-minute call that includes the client and a DML team member to finalize the Creative Brief and approve initial article themes.

## Step 6

Following client approval, DML will put together a Content Calendar via Google Sheets (samples available on request) and move the content into production.

## Step 7

Content will be delivered via Google Docs, with a maximum 10-day turnaround for publish-ready content following client approval.

**Note: If content will be included in a collection, the client or publisher must publish it on an AMP'd website and provide DML with the URL. DML will then create the custom collection.**