Boost Your Operational Efficiency by 25%

Let AXD Agency handle your content while you focus on building your business.

Effortlessly deliver quality copy to clients by outsourcing to a trusted partner, freeing up room to improve efficiency and profitability.

Managing a marketing agency can be a juggling act. A full schedule doesn't always lead to growth or financial returns. Agencies face challenges in hiring and retaining skilled talent, managing client relationships, and scaling workloads efficiently. These operational complexities call for simple and flexible solutions to maximise performance and optimise profitability.

The need for outsourcing

Cost savings and quality improvement

37%
saved

37% can be saved on costs compared to hiring full-time employees.

63%
agree

63% of marketers believe that outsourcing content creation leads to higher-quality content, while 58% say it improves consistency.

60%
outsource

60% of small businesses outsource content creation tasks.

48%
outsourced

48% of content marketing is outsourced to agencies or third-party companies.

Challenges for marketing agencies

Hiring and retention issues

69%
struggle recruiting

69% of marketing agencies report difficulties in hiring skilled digital marketing talent.

30%
staff turnover

The average employee turnover rate at marketing agencies is 30% annually.

96%
confidence

96% of marketing employees felt confident in their ability to find another job easily.

Client relationship management

60%
have turned down clients

60% of agency owners said they had declined clients.

57%
don't understand

57% of clients feel agencies don't understand their business well enough.

62%
lack transparancy

62% of clients think agencies lack transparancy in their work processes.

20%
are time poor

20% of agencies struggle to meet deadlines and manage workload.

Benefits of outsourcing copywriting

Operational efficiency and cost reduction

83% reduced costs through outsourcing.

82% improved process efficiency.

59% experienced increased business value.

58% reduced overall business risk.

48% benefitted from accessing a wider talent pool.

Effortlessly deliver quality copy to clients

A wide range of content solutions with collaboration at the core

AB Articles/blog posts	**BR** Brochures	**CS** Case Studies	**CE** Content Editing
DMC Direct mail campaigns	**EBW** eBooks & whitepapers	**ECW** Email campaign writing	**ESM** Event signage and materials
IF Infographics	**IV** Invitations	**PR** Press releases	**PRS** Presentations
PC Product copywriting	**RW** Report writing	**SVS** Sales and video scripts	**SPW** Social posts & web tiles
SB Solution briefs	**TW** Technical writing	**TL** Thought leadership	**WLP** Website copy & landing pages

Working with AXD Agency

Copywriting project

Improve your agency's results with tailored copywriting on a project-by-project basis. With expert-driven copy, seamless collaboration, fast turnarounds, and high project efficiency, you can easily meet briefs, deadlines, and client expectations.

Copywriting partnership

Transform your agency's copywriting capabilities with our retained partnership. Our experts will work with your team to deliver high-quality copy within timescales to meet client briefs and expectations. Experience priority support and seamless collaboration in a scalable copywriting solution for growing agencies, allowing you to take on more work, reduce internal costs, and increase project profits.

Key benefits

Increase project efficiency
- High-quality content written by experts for a quick turnaround
- Reduce project delivery time
- Take on more projects at once

Save agency time and money
- Satisfy skill gaps without going through the recruitment process
- Save up to 59% on labour costs
- Increase productivity and operational efficiency

Improve client results
- Boost satisfaction and client retention
- Right first time
- More time to focus on client relationships and building a reputation

Stay competitive
- Access expert knowledge in niche sectors
- Increase operational flexibility and service offering
- Reduce overhead costs

Why AXD Agency?

Proven agency partner of 5+ years

- Industry & copywriting expertise
- Rigorous quality control
- Affordable flexible pricing
- British with global reach
- SEO specialists
- Client-centric approach
- White label relationship

A specialist sales enablement and content marketing agency

Our agency partnership delivers exceptional copywriting and content creation. Combining your market knowledge with our deep expertise in technology and finance, we produce high-impact materials such as infographics, eBooks, solution briefs, video scripts, and fact sheets.

As your copywriting partner, we provide direct access to skilled writers and industry experts. Together, we create engaging, error-free content that exceeds client expectations. No matter the project, our team delivers quality copy with precision and efficiency. Partner with AXD to achieve extraordinary results.

To find out more, visit **www.axd.agency**

hello@axd.agency

(0) 161 528 0788