

Meta Title: Is outsourcing blog posts a good idea?

Meta Description: Wondering whether you should write your own blog posts or outsource them? Read further to help you decide.

Meta Keywords: Should I outsource my blog posts?

Should I Outsource My Blog Posts?



Image Title: Typewriter

Alt Text: Fingers on a typewriter

Image Description: Woman's hands on a typewriter typing the word 'blog'

Running a blog requires a lot of effort and time. You have to continuously update your content, respond to your audience, moderate the comments and take care of a ton of other minute tasks. The most important of these tasks is the promotion and monetization of your blog. This task requires the most effort and work. The larger your

following, the harder it becomes to manage it. Imagine your blog gains a large following. With all that workload, I guarantee you'll find yourself wondering "Should I write the blogs myself?", "Should I hire a personal writer?", "**Should I outsource my blog posts?**"

If you decide you're tired of generating content for your blog and want someone else to do it, you have to choose whether you will opt for content developers, marketing agencies or freelance writers. However, the main question to ask yourself in this situation would be, "Can I trust someone with this job?"

We're here to help you weigh the pros and cons of outsourcing blogs posts to help you make the right decision for your blog. But first, there are a few questions you need to ask yourself:

What Kind of Relationship Do I Have With My Followers/Readers?

Blogging demands the need to develop a trusting bond with your followers. Your readers won't listen to what you have to say if they don't trust you. Some bloggers choose to develop a very personalized relationship with their followers. Once you conduct personal branding, your readership will want you and only you. In that case, do you really think outsourcing your blog would be a good idea? Well, if you find someone with a similar personality who shares your opinions and gives advice like you, sure, why not? However, finding someone like that can be extremely tough because well, there's only one of you, right?

What Type of Blogger Do I Need?

Content. Content. Content. No matter how many times it's repeated, it's never enough. Your readers starve for brilliant content. Your content is what makes you different from other bloggers. You need to be very vigilant when hiring someone to write blog posts for you. You need to find someone who understands your business, its missions and the overall goal of your business. You can't hire someone just because they write well. They need to comprehend the essence of your business in order to deliver your message to your audience.

How Will I Compensate Them?

This is probably the second question that pops into your head after, "How much will I have to pay them?" Well, nobody works for free. Content development requires a lot of effort and naturally, you'll be expected to pay your content source a portion of your earnings. If you're a newbie blogger but have gained a massive following quickly, things may seem like their getting out of control. You may consider hiring a writer for your blog posts, but here's some advice for you: Only outsource your blog if you have more money than time. If you have a full-time job or a baby to look after, then hiring a writer to

develop your content is the logical thing to do. However, if your only source of income is your blog, would you really want a third person determining your income?

Should I Opt For a Ghost Writer?

A ghostwriter is someone who lets you take credit for their writing. It's pretty common but controversial. A lot of people hire ghostwriters to write content on their behalf and then they present it as their own. Many people consider this to be dishonest, while others think it's perfectly normal to hire someone who can help you frame your message in a more effective way. Hiring a ghostwriter is acceptable in a few cases— for instance, your writing skills aren't up to the mark or you believe someone else can create a great post out of your thoughts.

After asking yourself these questions, think of all the pros and cons of outsourcing your blog. If the former outweigh the latter, then go for it! Here are a few pros and cons that might help with your decision.

Pros of Outsourcing:

1) Helps Save Time

Is multi-tasking not your forte? Busy with your full-time job? Outsource your blog! Outsourcing will offer you some relief and time to do other things.

2) You Hate Writing!

Not a big fan of writing? Can't pen down your ideas? Find yourself a good writer, someone who comprehends your ideas and thoughts and can pen them down beautifully.

3) More Ideas

Outsourcing opens a world of opportunities for you. Working alongside a writer or an entire marketing team (in case of a marketing agency) will offer you a whole new bunch of ideas.

4) Variety of Options

Depending upon your budget, you can either hire a single writer or an entire marketing team to generate content for you. In today's era, the options are unlimited. You just need to find the option most suitable for your budget and business.

Cons of Outsourcing:

1) Unreliability

Considering the various outsourcing options available, it can get pretty hard to choose. You want to opt for a marketing agency but your budget doesn't allow you to. You want to hire an in-house content writer, but they're pretty costly too. And if you decide to opt for a freelance

writer, they bail on you at the last moment. There's always an unreliability factor when it comes to outsourcing content.

2) Budget Constraints

Ah, the budget! One of the most important things about content generation for marketing is the BUDGET! Your budget varies depending upon the size of your business. However, sometimes it's difficult to find sources that will offer their services within a certain budget. In case you decide to opt for the cheapest option, remember not to compromise on the quality of the content.

3) The Trust Factor

Well, I guess the most important factor that comes to play here is TRUST. Can you trust a third party to deliver the message and essence of your business to the audience? Your blog or your business is personal for you, but will a freelance writer or a marketing agency handle it as personally as you? You're giving a third party enough power to make or break your image in front of your audience— make sure you trust them to handle it well!

Hopefully, after weighing the pros and cons according to your blog/business, you were able to decide whether you should outsource your blog posts or not!