

CONTENT4DEMAND WRITERS' GUIDELINES

OUR MISSION

Content4Demand guides B2B clients through the process of effectively communicating their unique product/service proposition to prospects through compelling, relevant and engaging content that is customized for each stage of the buying cycle.

OUR CLIENTS

We work with more than 100 B2B clients, ranging from Fortune 500 brand names to venture-backed start-ups. We provide content consultation and execution services to firms in a variety of verticals, such as financial services, professional services, energy and technology (applications and solutions, services, hardware, information management, etc.). Our writers are proficient in a wide range of content formats, including e-books, whitepapers, infographics, surveys/assessment tools and videos.



FREELANCE OPPORTUNITIES

Content4Demand works with experienced B2B freelance writers who have strong backgrounds in one or more verticals as well as a solid knowledge of general business language, operations, strategies and practices. Experience in the B2B content marketing space is a bonus. Our processes require good interviewing, communication and research skills; the ability to tailor content to defined B2B audience segments and personas; and strict adherence to pre-defined content outlines and deadlines.

FREELANCE QUERIES

Please send queries to Senior Editor Tonya Vinas at tonya@content4demand.com. Include a resume or link to an online professional profile as well as three published works that focus on B2B content marketing.

ABOUT CONTENT4DEMAND

[Content4Demand](#) is one of several properties owned by [G3 Communications](#), a digital media firm specializing in B2B marketing.