

# Professional writing & editing services that pack a punch

Your thoughts with cleverly crafted words can deliver you amazing results.

Spend your time wisely.  
Visit [fileroom.com](https://fileroom.com)

**fileroom**   
Content creation made easy

# Welcome to fileroom

We write, edit, design, format, illustrate, animate and produce print, digital and video communications for small, medium and large enterprises.

## A simple, quick way of working has magnificent benefits

Fileroom is a secure, online content creation agency, not a freelance marketplace. We do it all for you – the fileroom platform brings our team and services directly to your desktop or mobile when you need us.

## The sky is the limit

**Our experience is genuinely extensive.** We have an incredible team of experienced business consultants, graphic designers, illustrators, screen writers, copywriters, content writers, technical writers, journalists, editors, videographers, video editors, directors and producers, animators, motion graphics artists and colour grading specialists. We can work on a wide range of print, digital and video communications meant for any purpose. Our team has created a broad range of communications for business and marketing initiatives across a multitude of industries.

**Our point of difference is that we make it convenient and easy for you to create content.** Our team is world-class, and our skills speak for themselves.

## Your One-Stop Content Creation Services



# Professional writing & editing services that pack a punch

## Connect with your customers, employees and stakeholders

We can help you attract new clients, build on existing relationships and capture new opportunities. With so many channels now available to market your business and communicate with stakeholders, employees and customers, keeping up with writing for them all in a way that genuinely engages the right people is tough.

Well-written content is the crucial factor for your target audience to become engaged with your products, services and ideas. Aesthetics are only part of the picture. Our writers and editors will take the angst out of articulation for you.

Our writing and editing services below are tailored to your specific requirements.



### Copywriting

Our copywriting services focus on writing for your advertising and marketing communications. We focus on building brand awareness and persuading your target audience to take a particular action. Our services include the writing of headings, advertisements, brochures, direct marketing offers, website copy and product literature to name a few.



### Script Writing

Our script writing services focus on writing for digital motion graphics and video communications to deliver your message succinctly. Our writers use tone and execution to shape your story in a way that draws in your target audience and expresses your vision. We can also coordinate and deliver voiceovers to save you valuable time.



### Proofreading

Our proofreading services give you that extra set of eyes you often need to ensure your written communications are free of spelling, punctuation and grammatical errors before releasing for print or online distribution. We can also proof your videos to pick up on any spelling, grammar and flow errors which can come from combining text and voiceover.



### Structural Editing

Our substantive editing services involve making significant structural changes to your content and making your words more succinct. Great for things like making sure your tender and award submissions or grant applications meet specification requirements; as well as ensuring handbooks, policies and procedures are communicating effectively.



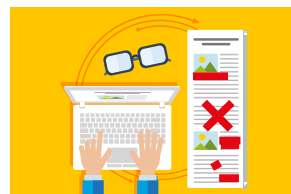
### Content & Article Writing

Our content writing team will create content designed to entertain, educate and entice your audience to stay and enjoy relevant information and engage with your brand. Our writers offer diverse industry experience and can write a wide range of materials such as blogs, guides, award submissions, white papers and articles plus much more.



### Technical Writing

Our business writing team has extensive experience writing technical, factual and process-related communications for specific audiences. We can also undertake research and data analysis as required. Examples include specialist white papers, research articles, market research analysis, instruction manuals, product fact sheets, procedures, tenders and grant applications.



### Editing

Our basic editing service involves reviewing your content for readability and flow. It includes proofreading and rewriting words or sentences where necessary to improve word choice, flow, syntax, clarity and effectiveness of the text. Our writing team has years of experience working with different types of communications meant for any purpose.



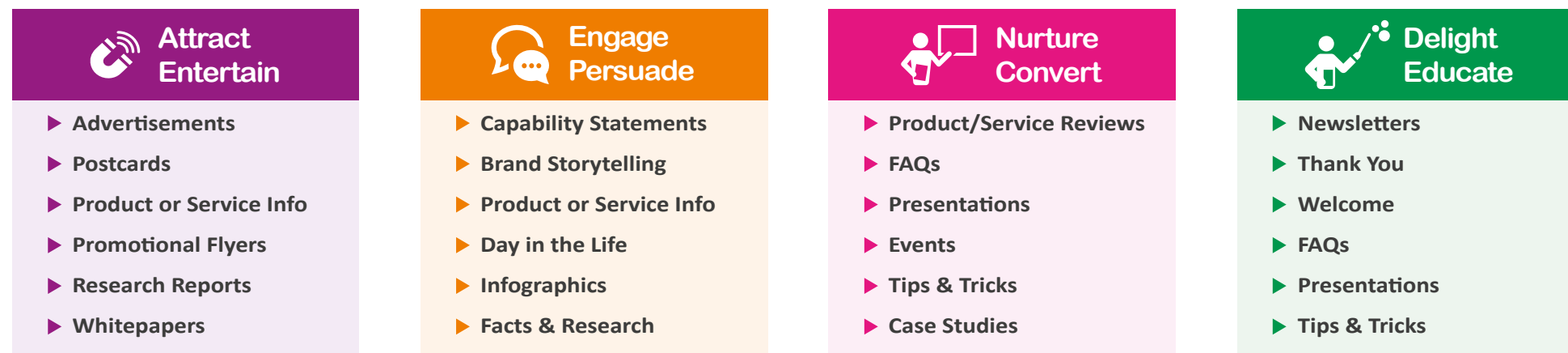
### Strategic Content Review

Our team will evaluate your written content from a tactical perspective to ensure the focus, structure, language, style and format suit its purpose and audience. We will then provide you with a report and recommendations. Examples include reviewing tender submissions, grant applications and management system documentation against specification criteria.

# Your thoughts turned into cleverly crafted words

## Ways to use our writing and editing services in your business and marketing content strategy

You know your business, industry, employees and customers best. Once you provide with us with your objectives, some vital information and direction - we will do the rest.



## Ways to use our writing and editing services as part of your internal communications strategy



**Ready to discuss your project with us?**

Call us anytime on **1300 345 376** or schedule a call with our Customer Care team at a time that works for you by visiting the following link:  
[info.fileroom.com/call](https://info.fileroom.com/call)



**“When something  
can be read without  
effort, great effort has  
gone into its writing”**

*Enrique Jardiel Poncella*

## End to end writing & editing services

### What we can do for you

Not only can we offer you expert writing and editing services for all types of business communications - whether they are strategic, operational or technical – we offer much more.

**Fileroom is a full-service, one-stop content creation platform.** We want to help you make a lasting impression on your clients, employees and stakeholders. Once you have signed off on your written content, we can move it into document formatting, creative design and video production – **offering you convenience and quick turnaround.**

Use our services to connect with your customers, employees & stakeholders and keep their attention with strong headlines and well-structured copy.

**We can work on a variety of strategy documents, presentations, case studies and marketing collateral** through to policies, procedures, reports, manuals, press releases and general correspondence – to name a few.



# Why powerful words are essential to your business & marketing communications materials



Outsourcing your business and marketing writing needs can make a real difference to your business. These facts and figures show you the importance of getting your words right and the wins that can be made with a few easy, affordable tweaks.

## Interesting Facts



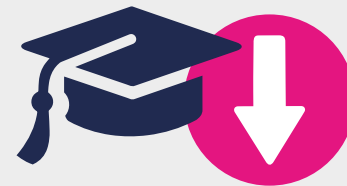
**74%**

of web browsers pay attention to the quality of spelling and grammar on company websites.

Source: Real Business

If you are writing for a general web audience, **write for ages 9 to 14**. Over 45% of Australians aged 15+ have reading skills below the minimum requirement.

Source: Fairfax Media



**1,705**

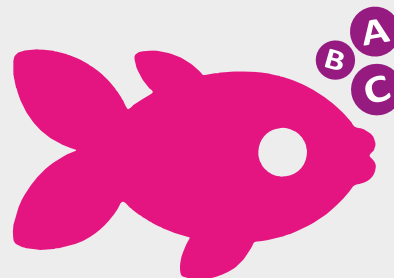
The best blog length for SEO in 2019 is 1,705 words using the top ten average method.

Source: Hook Agency

**59%**

More than 59% of readers would avoid doing business with a company who makes obvious spelling or grammar mistakes.

Source: Real Business



Consumers' average attention span is now 8 seconds 1 second less than a Goldfish.

Source: Kapost

Users look for facts online, so incorporate facts to attract and keep readers.

Source: Nielsen Norman

**70%**

of consumers prefer to learn about a brand's product and services through an article rather than advertising.

Source: Content Marketing Institute



## Engagement



A/B test your email subject lines to see which are most effective. One company found adding the words 'Hell yeah' increased their open rate by **23.88%**.

Source: Content Verve



Schuh found that altering its product page call-to-action from 'Buy now' to 'Add to bag' led to a **17% increase** in people adding products to their check-out.

Source: Econsultancy

By changing the call-to-action from "Order Information and Prices" to "Get information and Prices" a real estate website **increased their conversions by 14.79%**.

Source: Content Verve



**3.5x more**

Businesses that post 16+ posts per month get 3.5x more traffic than those that post 4 times or less.

Source: HubSpot



**4400%**

Email marketing is king of all digital marketing channels, with ROIs as high as 4400%.

Source: Campaign Monitor

**ABC 80%**

80% of respondents indicated **grammatical errors** were one of the **biggest email faux pas**. Followed by profanity, irregular fonts, capitalised subject lines, excessive punctuation and lack of a subject line, which 70% said was unacceptable.

Source: Marketing Land



**83%**  
**17%**

83% of B2B purchasers prefer **communicating via email**, as opposed to 17% who prefer an online chat platform.

Source: Content Marketing Institute

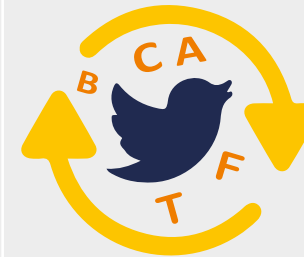


**81%**

of Marketers plan to increase their use of written content.

Source: Social Media Examiner

## Social Media



**Shorter copy** tends to perform better on Twitter, with tweets between 100 and 115 characters **most likely to be retweeted**.

Source: Dan Zarella

Facebook found people were **twice as likely to "like" a page than "Become a fan"** so changed the buttons on pages.

Source: Content Marketing Institute



Adding **social proof to your copy** can significantly increase conversions.

One website added "4,500 current subscribers" to their email sign up form and saw sign-ups **increase by 20%**.

Source: Unbounce

Articles with an image once every **75-100 words** received **double the social media shares** as articles with fewer images.



Source: BuzzSumo

# How filerroom works

We can be involved in the whole process with you from concept through to completion, or any specific step you need help with along the way.



**"The secret of getting ahead is getting started."** *Sally Berger*

## Working with fileroom brings you many great advantages



Competitive Rates



Improved Productivity



Plentiful Revisions



Streamlined review process to ensure change requests are not missed.



Experienced Team



Collaboration tools to reduce time spent writing and reviewing communications content.



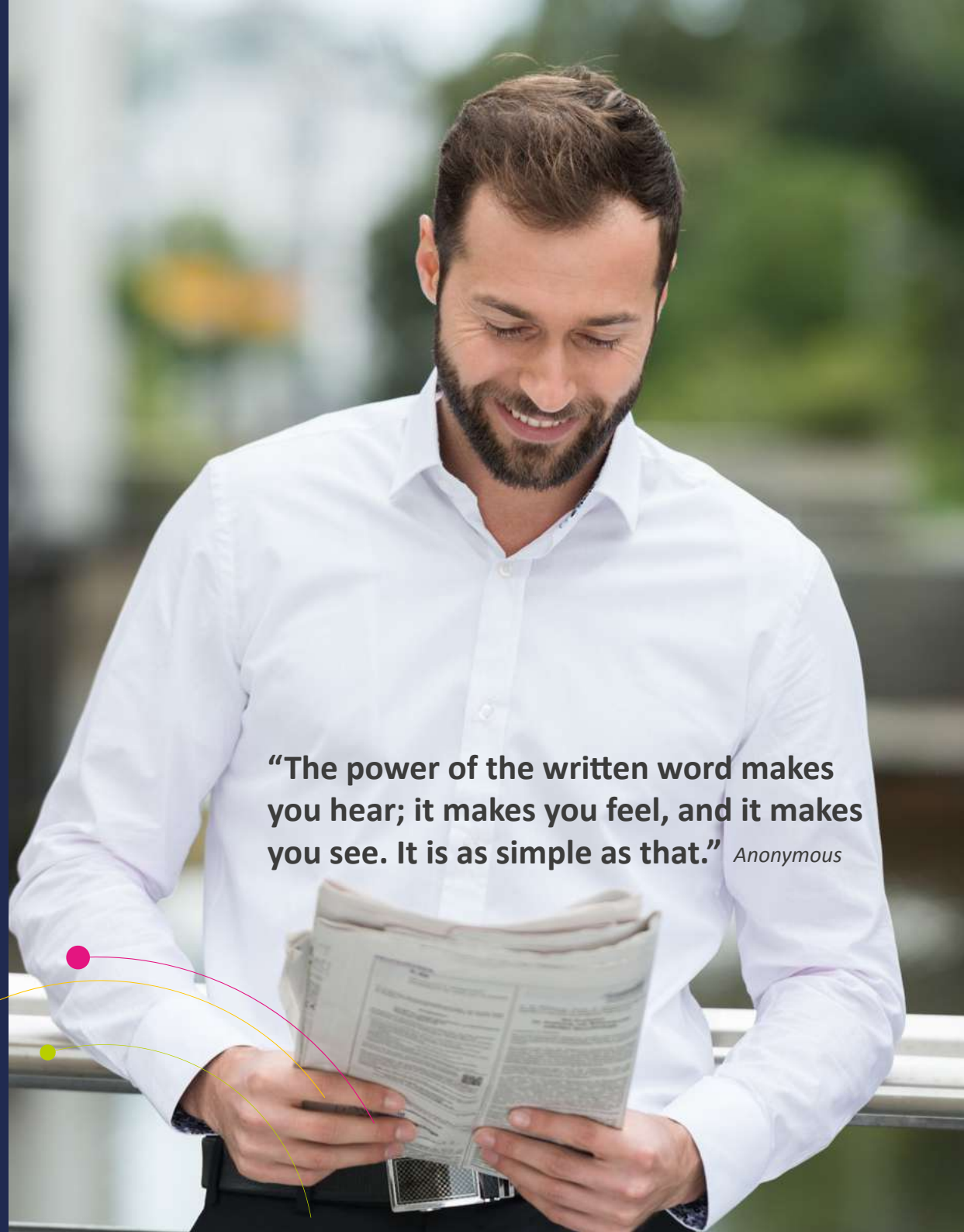
Express delivery options for those urgent jobs.



Great Service



Peace of Mind



**“The power of the written word makes you hear; it makes you feel, and it makes you see. It is as simple as that.”** *Anonymous*

# Enjoy peace of mind with filerroom

You can breathe and focus your time where it matters most,  
while you leave the fiddly work to us.



## Experienced Team

We have an incredible team of experienced business consultants, copywriters, content writers, technical writers, journalists, editors, graphic designers, video editors, directors and producers, animators and document specialists.



## Secure Platform

Filerroom operates on a highly secure cloud application platform. We apply security best practices and manage platform security proactively, so our clients can use our online services with confidence.



## Trust & Safety

Count on peace of mind when you sign-up, upload and develop content in the filerroom platform. We automatically issue you with a non-disclosure agreement. Keeping your content safe is our priority.



## Brand Asset Management

Upload, manage and store all your brand assets and master files in your very own brand room. Any content we produce for you will be added to your brand room for you to access and use as you need. We create it, you own it.



## Order Tracking

Accessed from your filerroom dashboard, our live job tracker monitors your jobs and makes it easy for you to confirm they are on schedule. You can track from order through to delivery.



## Pay When You Approve

We believe that happy clients are long-term clients. We hold payment authorisation when you place an order. Payment is only processed once you have reviewed and approved your order. Your job is then delivered to your filerroom delivery box.

## Frequent File Program

When you register, you can select to join our frequent file program where you can earn points to redeem against future orders.



## Satisfaction Guarantee

We want you to be happy with our Services. We will only hold authorisation for payment on receipt of your order. Final payment will be processed once you have approved and accepted your job.



## What sets us apart

Working with filerroom is a great way to embed a full-service content production team into your business, enabling time savings and improved productivity. We take away the pain and frustration from the content creation, production and review process.

We achieve this by integrating our management consulting experience into a unique and seamless strategic execution of your business objectives through our service delivery model.





## Working with fileroom is easy.

Sign-up for free today and receive  
25 frequent file points to use  
for your first job. That's \$25.

Try something new.  
Nothing ventured, nothing gained.

Visit [fileroom.com](https://fileroom.com) to get started

