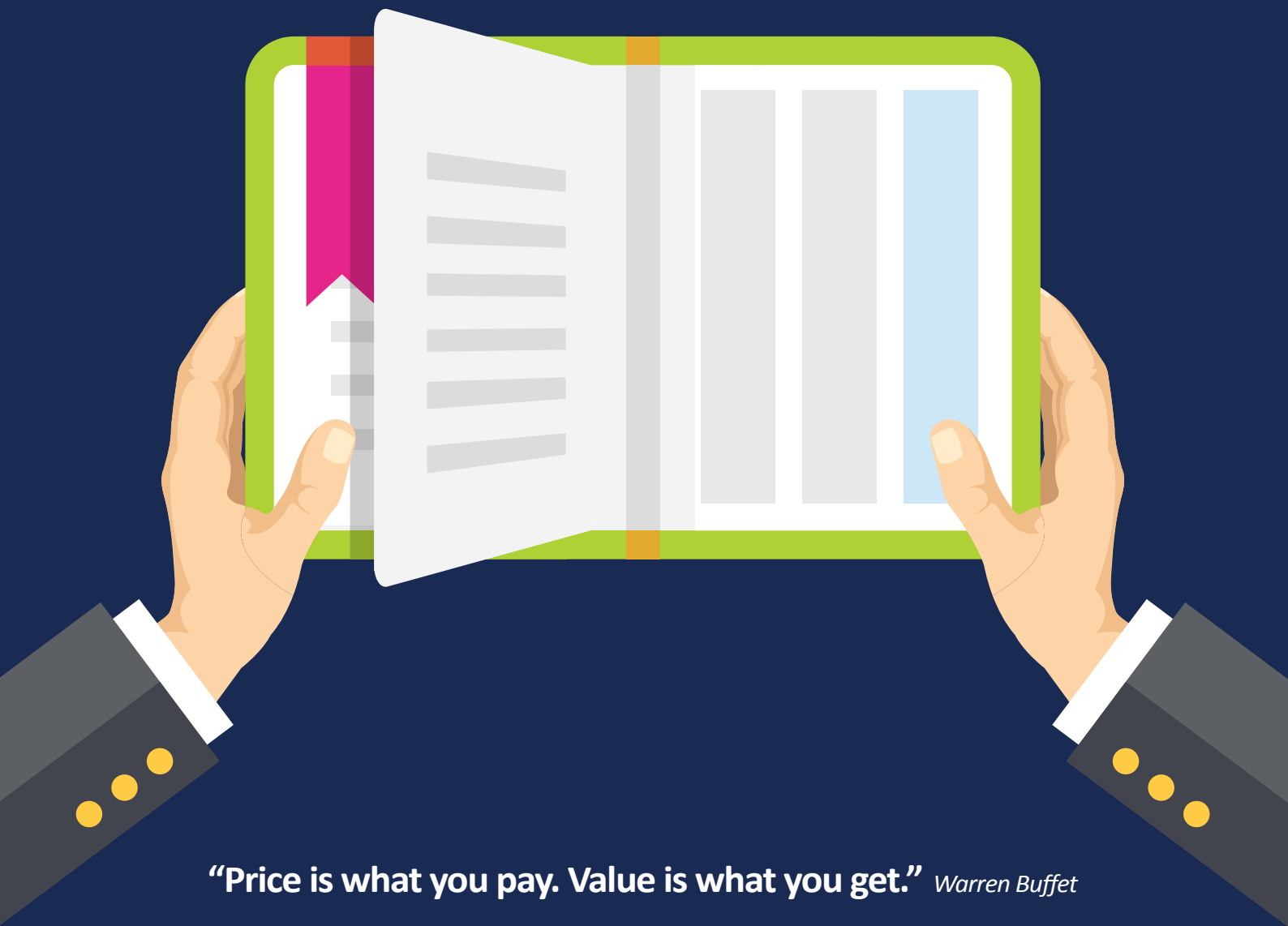


# A Comparison Guide

**Fileroom vs alternative online content creation partners for writing, editing, formatting, production & design of print, digital & video communications.**



**"Price is what you pay. Value is what you get."** *Warren Buffet*

**Spend your time wisely.**  
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Content creation made easy

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# How important is choosing the right content creation service?

**We like to think it is very important! Delivering content that provides tangible value to your audience can be a real game-changer for your business. Finding the right content creation partner is instrumental to achieving your business and marketing goals.**

**Do you struggle with the constant need to generate new, valuable content to keep in front of existing and prospective customers?**

**Are you consistently trying to invent new ways to keep conversations with your customers alive to achieve top-of-mind awareness?**

There many ways in which you can approach content creation. From Facebook posts, blogs, tweets, reposting news articles, online ads and guest writing to name a few – there are so many different forms of content you must consider nowadays.

In this guide, we explore three content creation approaches and compare them to help you, as a marketer, understand the pros and cons of each. These are:

- 1. The DIY approach using DIY design sites like Canva.**
- 2. Engaging freelancers through freelance websites such as Fiverr, Freelancer and Upwork.**
- 3. Working with a one-stop, online content production service like fileroom.**

## Experience-Driven Content Creation

**Whether it is planning, writing, editing, creative design, videography, motion graphics, illustration or animation for print, digital and video communication - developing content that converts prospects to buyers is the main goal for all marketers in today's marketplace. Potential and existing customers want to buy experiences, not products. Similarly for all other types of internal and external business communications, ensuring your audience engages with and understands your message is central to your success.**

With a full-service online content creation production house like **fileroom**, you can spend more time planning your audience's experience and you can build your brand and communications in one, easily accessible place. Don't choose a content creation process that restricts and limits your ability to create consistent, quality content across mediums for your marketing campaigns and communication initiatives.



# Comparison Summary

## DIY Sites

You do it all

### Pros

- ✓ Cheap or free.
- ✓ Can be quick to produce a good **outcome** (if you know what you are doing).
- ✓ Best suited to **micro-businesses or casual organisations** such as clubs and for social communications.

### Cons

- ✗ There are limits to what you can change and do.
- ✗ It can be challenging to find **appropriate business templates**.
- ✗ The communications you create, **may look the same as other businesses** who are also using DIY templates.
- ✗ The final output **may look homemade** due to your limited design skills.

## Freelancers

You organise it with many different people and sites

### Pros

- ✓ There are many talented **freelancers available across all disciplines** but few can cover all your channel requirements.
- ✓ There is someone to fit **all budgets**.
- ✓ Can be more affordable than having a **part-time or full-time employee**.

### Cons

- ✗ Difficult to know whom to trust.
- ✗ They often have just **one area of specialisation/expertise** so you may have to engage more than one resource.
- ✗ May still require a **lot of coordination** from you.
- ✗ You don't know how **reliable the freelancer is**.
- ✗ **Security of your information is unknown**.
- ✗ They sometimes **disappear** so you don't get that continuity of service.
- ✗ They are **not always available** when you need something completed urgently.

## Fileroom

Everything done for you in one place

### Pros

- ✓ Experienced leadership team with **business and consulting backgrounds in startups, SMEs, large corporates and government**.
- ✓ Professional **team of qualified and experienced specialists** that can create a broad range of communications.
- ✓ Produce a **high standard** of communications.
- ✓ **Highly secure platform** and signed confidentiality agreement.
- ✓ **Great attention to detail** with robust checking and review processes.
- ✓ Can **turnaround your urgent jobs**.
- ✓ Provide an online platform which allows you to **store content and brand assets, draft content pieces and collaborate with your team members**.
- ✓ Can generate an **instant quote** on the website for your standard types of communications.
- ✓ Your master **design files are yours** to keep and are stored in one place.

### Cons

- ✗ **Don't place ads or set up campaigns** for you, however our team can easily liaise with and coordinate with your digital agency or printer if required.
- ✗ **May cost marginally more than engaging a freelancer directly** due to the value-added platform features, project management and quality of professional services provided.



# Reliability of Resources and Security

Choose an online partner that is both reliable and has the right focus on data security and privacy. Fileroom is a safe and secure place for you to order services, collaborate, share and store your content. Protection of your personal and business information is one of our primary business objectives.

## DIY Sites

You do it all

- When you are using DIY sites for document design, graphic design, writing and video production jobs, your resource is...you! It is a cheap way to get something done but it can have its challenges. Unless you have experience using the templates provided by these sites, it can be **difficult to predict how long it will take to finish a job** as sometimes you encounter problems along the way. This is a definite source of stress if you are facing a tight deadline.
- Your ability to quickly turnaround a job will largely depend on how proficient you or your team members are in using these DIY sites. Some of the templates offered have **limited functionality and scope for change**. They can be fiddly, and it can take a while to learn how to use some of the features. You also may have to accept that you have limitations and can't achieve the outcome you want. It really can be hard to get things done quickly.

## Freelancers

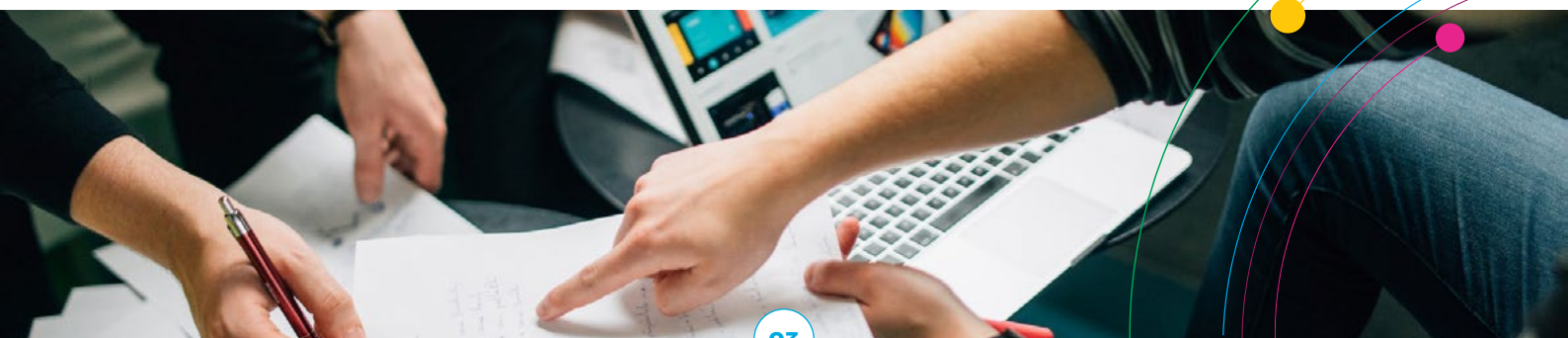
You organise it with many different people and sites

- The internet has brought us all closer together, and there is an abundance of talented professionals available to you via freelance websites. These websites bring a vast range of resources to your desktop. However, when using freelancers, there is always that **initial risk of not knowing the quality and reliability of the service provider**. Moreover, if you are lucky enough to find a capable freelancer, there is no guarantee that they will be available or even registered on the freelancer site the next time you have a job to complete.
- **If something unexpected happens to your freelancer**, you could find yourself with an incomplete job. **Fileroom** has a sizeable and experienced team, so if one of our team members falls ill or has an emergency, there will always be someone to complete your job on time. It is comforting to know that you have a team you can call on for those urgent jobs or emergencies that arise.
- With freelancers, you **can never be quite sure about the security of your information**.

## Fileroom

Everything done for you in one place

- Fileroom has a team of qualified professionals who can complete your job at any time. **We can meet any reasonable deadline**. We have service delivery staff located in different time zones so they can be working on your job while you are sleeping.
- Fileroom has a flexible workforce consisting of in-house staff and a team of qualified, carefully selected contract staff whom we have personally met and interviewed. They work inside our platform to maintain security and **we are confident we can deal with influxes of work**.
- Fileroom's team can provide you with a **broad range of skills and experience**. Our Customer Care team will assign your job to a Delivery Team Member that has the right style, ability and expertise to deliver a high-quality output for you quickly.
- The **fileroom** platform operates on the Heroku enterprise infrastructure, designed to protect your information from threats by applying security controls at every layer from physical to application.







# Brand, Quality and Consistency

Communicating effectively with customers, employees and other stakeholders can be challenging. When you incorporate brand and visual elements into your written content, your marketing collateral will emanate professionalism and quality, which in turn will engage your audience and build your brand. Think about how important this is to you, while you read through the comparisons below.

## DIY Sites

You do it all

- DIY sites provide a range of **cheap standard templates**. While a great option, it may limit your ability to innovate, and your final output may look the same as everyone else's or worse yet – homemade. The templates found on these sites are great for micro-businesses, clubs and personal uses, but it may be challenging to find the right template for your specific business communication.
- While you may have brand elements to draw on, if designing is not your forte, you may find yourself **frustrated** with what you can achieve along with the **quality of your final output**.
- There are **many elements to formatting and design** that need to be carried through a content piece. These are not always easy to execute well if you are not trained in this area.

## Freelancers

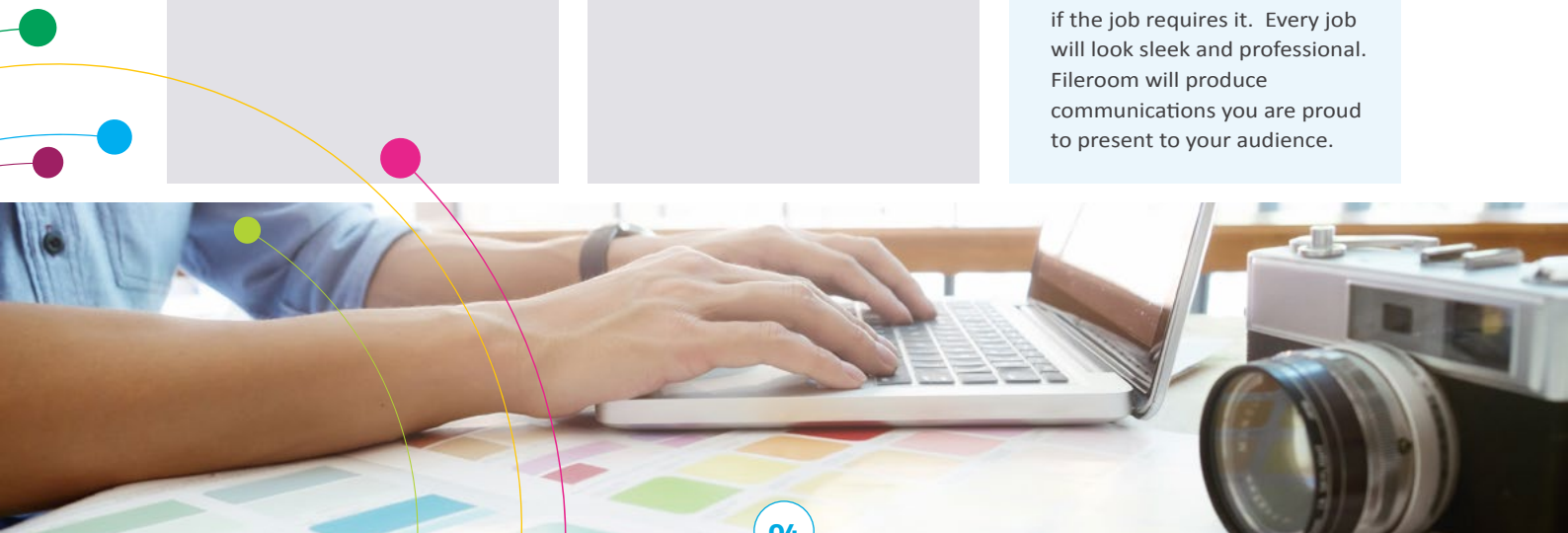
You organise it with many different people and sites

- Most freelancers tend to have **one specialist skill** (e.g. writing, graphic design, video editing etc.) so if your content piece requires several skills, you may have to engage more than one freelancer, which can be time-consuming. At filerroom, we have all the skills needed under one roof. In one single transaction, you can order numerous services to ensure you end up with a great content piece, quickly.
- With freelancers, **you can never be sure of their attention to detail**. Some designers, for example, are great at coming up with a broad overall look and design but are not so good at the detail, i.e. picking up spelling errors and identifying alignment issues. At filerroom, we have reviewers who are there to pick up these errors and cross check your brief before the work gets to you – we like to spare you from the pain and frustration of finding careless mistakes.

## Filerroom

Everything done for you in one place

- Our team is passionate about brand consistency and will ensure your communications **use your brand elements**. Alternatively, if you have a brand that is looking a little tired, we can refresh it into something new to help you accomplish the brand qualities you are striving to achieve.
- When you sign up to filerroom, we provide you with your very own **Brand Room** – a place where you can upload your marketing collateral, such as logos, fonts, colours, style guide, images and brand elements. Having a central repository means you can ensure the most recent assets are stored here and your colleagues can be invited to connect to your account to use these assets when needed. These assets can also be accessed by filerroom to ensure your brand is applied consistently to the jobs you order.
- Filerroom will try to ensure the **same people work on your jobs** to maximise efficiencies.
- When creating communications for different purposes, mediums and devices - sometimes **new brand elements** need to be created. Our team can do this if the job requires it. Every job will look sleek and professional. Filerroom will produce communications you are proud to present to your audience.





# Communications that Seal the Deal

The ability to understand, connect and provide real value to your potential and existing customers is vital to their engagement with your communications. Equally important is your ability to effectively deliver consistent messaging and brand image across different types of communications. Through print, digital and video communications, we can help you attract new clients, build on existing relationships and capture new opportunities.

## DIY Sites

You do it all

- If a type of communication is critical to your business (for example, a pitch deck, brochure, presentation or tender submission to name a few) then quality becomes paramount. Skilled designers can take information and present it so that it is visually appealing and logical. They use tools like diagrams and infographics to engage your audience and drive home key facts. What you can create on your own **may lack the 'wow' factor** required to win over the audience. Can you afford to have your communications looking unprofessional? How would this stack up against your competitors?
- **Charts and graph functions on DIY sites are often a bit limited** so it can be challenging to input your data and customise things to how you would like them.
- Some users of DIY sites complain that they **have limited control** over the ability to crop, layer, change backgrounds, size and execute changes as they would like.

## Freelancers

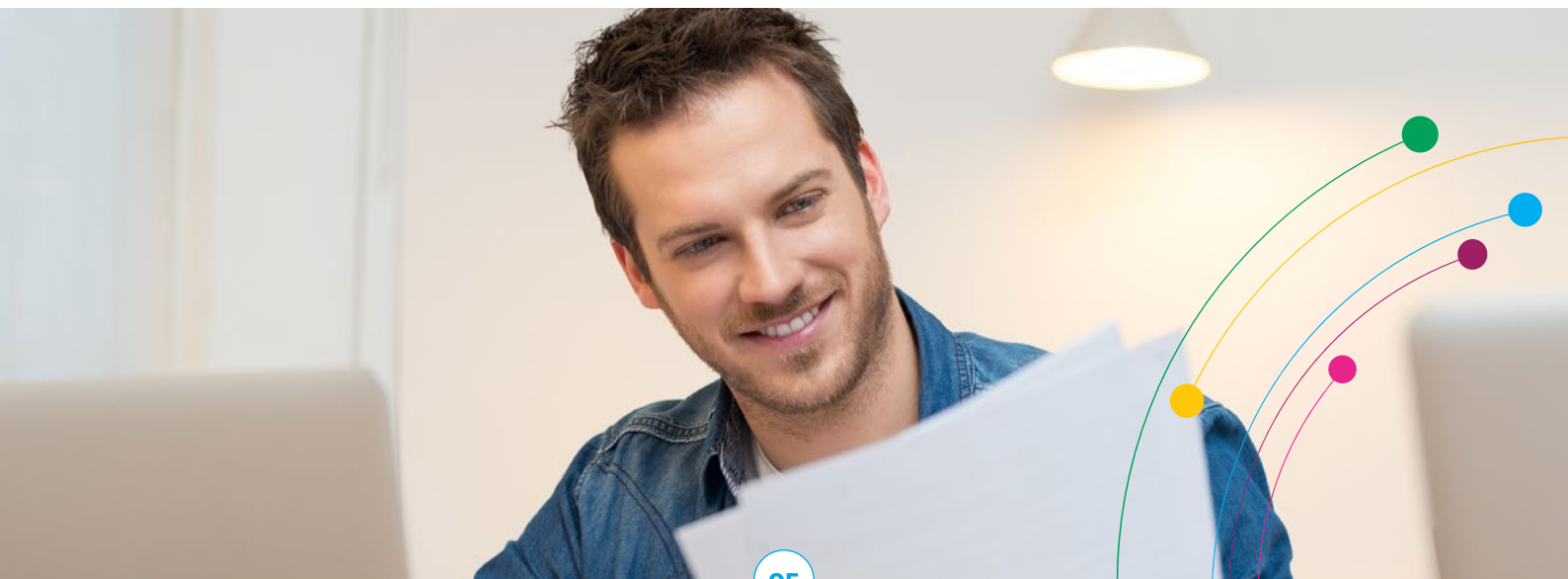
You organise it with many different people and sites

- It is possible to find freelancers that have experience in certain types of specialist communications, e.g. annual reports, tenders and management system documentation etc. They may have experience in the graphic design aspect or the writing of the content, but not necessarily experience in both so you **may be faced with having to coordinate several resources**.
- Fileroom has written and visual expertise under one roof and can produce **high quality, business critical communications** with much less effort required by you.

## Fileroom

Everything done for you in one place

- Fileroom engages **highly skilled staff** to create purposeful written, graphic and video content. We find out what you want to achieve and ask questions about your audience, your goals, how you want your audience to respond to your communications, and so forth. Moreover, if our staff are unsure about any aspect of your requirements, we will contact you to get clarification. We can meet with you anytime online to go through the detail.
- Fileroom is experienced at preparing **winning tenders, proposals, procedures, presentations, press releases, pitch decks, blogs, reports and white papers, to name a few**. The cost to create these communications are an investment in your business and once established, can be easily modified for different audiences.





# Bringing Smarts to your Communications

With more than just experience in writing, designing and producing specific business and marketing communications, the fileroom leadership team also have business backgrounds and experience working for small, medium and large organisations across a wide range of industries and regulatory environments. You get all this as a value add in the management of your jobs.

## DIY Sites

You do it all

- Sometimes it is helpful to have someone else review communications and offer suggestions for improvement. A fresh perspective and someone to look at things from your customers' point of view is important to ensure your message will be heard. **So often businesses communicate what they want to say rather than what the customer wants to hear.**
- Using a DIY site requires you to **do it all**. You will need to find someone in your organisation that has the necessary skills to review your work.

## Freelancers

You organise it with many different people and sites

- As mentioned earlier, **freelancers generally have one strength or specific expertise**. You may find with each communication piece you require a slightly different set of skills, and it may be difficult to find all the skills you require in the one person. To achieve this, you will need to hire more than one freelancer and coordinate across different people.

## Fileroom

Everything done for you in one place

- Fileroom can create **SEO-friendly content and conduct research or carry out fact checking**. We can also incorporate **backlinks** to increase your Google ranking further.
- We have staff that have **extensive business and marketing experience**. We offer a service called '**Strategic Content Review**' where we will assess whether your communication piece addresses its requirements and its purpose and where relevant, any compliance and regulatory obligations.
- To save you time, we deliver all services required and manage the process for you with one or several members of our team, so you only end up reviewing one final piece of work.







# Satisfaction Guarantee

At filerom, we are confident in our ability, and we believe there is no better way to build your trust than with a satisfaction guarantee. We believe this reverses your risk and places it on us. Read more in our Terms of Service.

## DIY Sites

You do it all

→ DIY sites don't usually offer a satisfaction guarantee. Some offer free and paid trials so you can check it out before subscribing.

## Freelancers

You organise it with many different people and sites

- Most will require you to pay upfront.
- Some but not all freelancers will offer a guarantee of some kind. You will need to ask each provider about their policies.

## Filerom

Everything done for you in one place

- You only pay when you approve and accept your completed job. Payment is authorised when you order but not processed until you sign off.
- Filerom wants to build a long-term relationship with you. We offer you a satisfaction guarantee as we want you to be happy with the services we deliver.
- Filerom also has a Frequent File program so you can earn points with each order. These points convert into dollars to use on future orders.



**“43% of Australian companies with 21 to 200 employees, need urgent turnaround of business and marketing communications content every week.”**

*Fileroom, Australian Business Panel Market Research Survey, March 2018.*

**We are here for you. Behind the fileroom platform are qualified, experienced people you can rely on.**

Getting the right assistance when you need it can be frustrating.

We can deliver services for an entire project, or for some of the smaller steps along the way.

## Have questions? We have answers.



### Email

[hello@fileroom.com.au](mailto:hello@fileroom.com.au)



### Live Chat

Visit [fileroom.com](https://www.fileroom.com) and select the live chat icon on the bottom right corner of your screen.



### Book a Tour

[info.fileroom.com/tour](https://info.fileroom.com/tour)

## About fileroom

Fileroom is a secure, online content creation service with a passion for brand storytelling. Our professional, experienced team turns your content into striking communications, documents and marketing collateral quickly and efficiently through our collaborative technology platform.

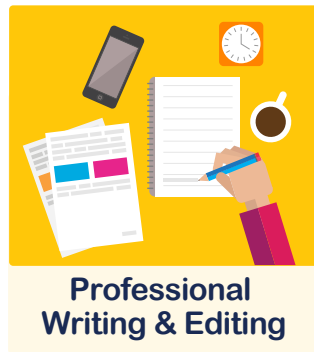
We provide creative graphic design, illustration, writing and editing, document design and formatting, animation, motion graphics and video production services for all your corporate and marketing communication needs.

With fileroom, you can spend your time wisely and leave the fiddly work to us. Boost your team's productivity and give us a go.

Visit [www.fileroom.com](https://www.fileroom.com) to sign-up or learn more.



# Content creation made easy



We bring your whole content creation journey together in one, easy to use, secure platform that provides you with collaboration tools and service delivery.

## Key platform features



### Brand Room

Upload, manage and store all your brand assets in your very own brand room.



### Content Room

You can create content and collaborate with your team before ordering a service, or simply upload your files when you are ready to go.



### Pricing Calculator

Use our pricing calculator to get a quote and place an order, or submit a quote request form for those more complex projects.



### Job Tracker

Use our job tracker to monitor your jobs and confirm they are on schedule.



### Secure Platform

Industry leading, military grade protection to keep your information safe.



### Live Chat





Live chat with our team members at any time during business hours.

**Working with filerroom is easy.**

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

**GET STARTED**

**Visit [filerroom.com](https://filerroom.com)**

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