

Case Study: How We Helped an Ad Agency Save \$4,300/mo. on Copy Editing



Founded more than a half-century ago, “Agency A” (name withheld for confidentiality) has offices on both coasts and more than 200 employees.

The full-service creative and media agency picked up a slew of new business in 2020, and their client list includes one of the top three U.S. pizza chains, one of the world’s largest hotel chains, and one of the best-selling shoe brands in the United States.

The Problem

Agency A knew that a copy editing and proofreading process was critical to their success.

After all, research shows that 80% of readers notice grammatical errors, and that poor spelling/grammar is the top way to damage consumers’ view of a brand.

However, the first problem was that Agency A was **spending too much money** on their in-house copy editor. The salary, the benefits, dealing with vacation schedules ... it all added up.

The typical in-house copy editor for an ad agency makes:

- \$60,000 (base salary)

- \$18,000 (benefits)
- \$4,100 (hiring/training costs)

That's a total of about \$82,100 per year, or \$6,800 per month.

The second problem for Agency A was that their copy editor's workload was unpredictable:

There was a lot of downtime, which meant the copy editor often sat around waiting for materials to proofread—while Agency A paid for all those wasted hours.

Yet there were also busy times, when a lot of materials needed proofreading all at once. Their one copy editor was overwhelmed during these occasional work pileups—which meant **sloppy mistakes** might start falling through the cracks, making the agency look bad to important clients.

Our Solution

Agency A approached Super Copy Editors in spring 2021. We had worked with them occasionally in the past, but now they were exploring big-picture options to save money and improve their QA processes.

Following a strategy call via Zoom to gain an understanding of Agency A's goals and challenges, we helped them craft a solution that would not only save them money but also provide a superior level of quality assurance going forward.

They parted ways (amicably, we're happy to say) with their in-house copy editor, and Super Copy Editors immediately began taking the reins of the agency's copy editing and proofreading process.

With an average spend of \$2,500 per month with Super Copy Editors, the agency now enjoys significant **cost savings of \$4,300 per month** versus their old in-house model.

Here are some of the materials we review for Agency A:

- Print and online ad copy
- PowerPoint presentations
- Social media planning calendars
- Website analytics reports
- Website copy and blog posts
- And more

Our ad agency—experienced copy editing team is able to handle large volumes of text at a moment's notice.

After all, nobody is paying *us* to sit around—we charge only for the time we spend actually reviewing text. There are no retainer fees, monthly minimums, termination fees, or hidden charges.

We saved Agency A both time and money and blended in seamlessly with their team and processes with minimal ramp-up time.

The Impressive Results

As mentioned, Agency A is saving \$4,300 per month by outsourcing to Super Copy Editors versus staying in-house.

That's an average **savings of nearly \$52,000 per year**.

We are able to provide the agency with a higher level of service because, unlike one in-house copy editor, **we operate with flexibility** and can ramp up immediately as needed.

That's because we're not just a single person, but a whole professional team of editors at your service.

We Want to Help You, Too

When you hire Super Copy Editors for your agency, you get all the benefits of:

- A freelance team: flexibility and cost-effectiveness
- An in-house staff: expertise, consistency, and attention to deadlines

... all at a fraction of the cost.

You also save yourself time and money since we blend in seamlessly with your team and your processes with minimal ramp-up time.

If you're looking for a proven team of ad agency copy editors to ensure the highest-quality materials possible, look no further. We're confident we can meet your agency's needs.

Contact the Super Copy Editors team for more details and a customized quote.