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## **ProPRCopy Releases White Paper Entitled ‘Faster, Better, More Affordable: Outsourcing Copywriting’**

MILWAUKEE, WI – ProPRcopy.com, a company providing fast, affordable and professionally written press releases, articles and web content, has released its latest white paper on the power of outsourcing communications efforts.

The paper, entitled “Faster, Better, More Affordable: Outsourcing Copywriting,” outlines how companies and organizations around the world are utilizing professional outsourced copywriting services for their public relations and marketing needs.

“Businesses are starting to realize that they can get a very high level of quality in their press releases, website content and articles by using professional outsourced writing services,” said Steve Bailey, ProPRcopy spokesperson. “Our latest white paper details how companies in our field are able to provide top-quality copy both quickly and cost-effectively.”

The white paper provides an overview of the challenges many companies have faced over the past two years due to the economic downturn. To cut costs, many have reduced spending for marketing and public relations purposes, putting them at a competitive disadvantage. Through outsourcing communications efforts, however, organizations are able to keep costs at a minimum while maintaining a high level of quality.

“In most cases, hiring an outsourced copywriting service is much more cost-effective than contracting a marketing firm or hiring in-house staff,” Bailey said.

ProPRcopy applies years of public relations, marketing and newsroom experience to a quick, efficient writing and editing process that allows it to deliver top-notch content at affordable prices. The company specializes in press release writing and distribution services, article creation and the development of blog and other website content. ProPRCopy also provides translation services, allowing customers to receive their content in any of 52 different languages.

The company’s writers and editors are available 24 hours a day, seven days a week. Its customer service center is available Monday through Friday from 8 a.m. to 6 p.m. CDT at 1-800-746-3121. For more information or to place an order, visit <http://www.proprcopy.com>.

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