Glasswing VC x Campfire Labs One-Pager

Campfire Labs is a content strategy and creation agency for high-growth companies. We've worked with some of the biggest and best in B2B SaaS, including Notion, Asana, Dropbox, Mixpanel, Apollo, Klaviyo, and more.

Our flexible plans and contract types that make us a good fit for many SaaS startups.

Services

- Content strategy
- SEO content and strategy
- Design services for content, including images, infographics, ebooks.
- Zero-click social content
- Data reports
- Thought leadership
- Ghostwriting
- Newsletters
- Case studies
- Short-form LinkedIn video

Contract Types

We provide flexibility for our clients:

- Month-to-month contracts with no lock-in. Cancel with 30 days notice.
- One-off content projects with a fixed timeline and pricing.

All our agreements are built around a credit system, which allows you to swap purchased credits for different types of content month to month. We don't lock you into content types, so you can pivot content strategy if necessary without re-doing paperwork.

Editorial Timelines

Standard timelines for first drafts are as follows:

- Standard blog post, case study, or microsite article (800-1,000 words) - Up to 2 weeks
- Deep-dive blog post or thought leadership article (1,200-2,000 words) - Up to 3 weeks
- Small eBook or report (2,500-3,000 words) - Up to 3 weeks
- Medium eBook or report (3,500-4,500 words) - Up to 4 weeks

- Long eBook or report (4,500-5,000 words) - Up to 5 weeks
- Deliverables of 6,000+ words - Up to 6 weeks or more

You can read more about our editorial standards [here](#).

Pricing

Our plans start at $4,900 a month, for which you receive 2 credits.

Credit Menu

Description	Total deliverables	Length per deliverable	Interviews per deliverable	Credits
Standard blog posts, customer stories	1 article	800-1,000 words	1	1
Long blog posts	1 article	1,000-2,000	1-2	2
Small eBook/report	1 eBook/report	2,500-3,000 words	2-3	3
Medium eBook/report	1 eBook/report	3,500-4,000 words	3-4	4
Long eBook/report	1 eBook/report	4,500-5,000 words	4-5	5