

PLANNING GUIDE · Q4 2026 INTO 2027

How to pick a content marketing agency for 2027 (and not regret it by April)

A one-sitting companion to our hand-picked list of 11 content marketing agencies. Use the scorecard on the intro calls, the calendar to lock a budget before the holidays, and the fit notes to skip the agencies that were never going to work for you.

Four numbers to plan around

7.8%	of company revenue is the average 2026 marketing budget (Gartner 2026 CMO Spend Survey). Content has to earn its slice inside that.
84%	of AI citations come from earned media, not brand-owned pages (Muck Rack, May 2026). Any "AI visibility" promise needs a PR plan behind it.
38%	of Google AI Overview citations now come from top-10 ranking pages, down from 76% a year earlier (Ahrefs, March 2026). Ranking alone no longer guarantees a citation.
19%	is the share of 2026 B2B content budgets earmarked for agencies and outsourcing, versus 45% for AI tools (Content Marketing Institute, 2026 trends). Agencies must beat a software line item.

The eight questions (score each 1 to 5)

Criterion	Weight	Ask this on the call
Vision and strategy fit	20	Who understands your vision and strategy and has the capability to act on it?
Strategy leadership	15	If you don't have a strategy, are they able to drive it for you?
Availability and bandwidth	10	Does the agency have availability and bandwidth to start when you need?
Industry and campaign relevance	15	Have they performed work in your industry, or produced campaigns with takeaways for you?
ROI visibility	15	Are they helping you see the ROI or lack thereof?
Creativity match	10	Does their creativity match the level you need: high, medium, or low?
Organization	10	Are they organized? Clear owners, cadences and reporting?
AI search readiness	5	Can they show AI citations or AI Overview visibility they earned for a client?

Weighted score = sum of (weight x score) / 100. Anything scoring 2 or lower on strategy fit or ROI visibility is a no, whatever the total. The spreadsheet version calculates this for you.

The calendar that keeps you off the Q1 scramble

Oct 2026	Audit: 12 months of organic traffic, AI citations and ROI by page. Pick the one metric the agency will be judged on.
Nov 2026	Shortlist 3 to 5 agencies. Intro calls. Ask for a case study in your industry and one AI citation example.
Dec 2026	Proposals in, bandwidth and start date confirmed, contract signed with a 90-day plan and reporting cadence.
Jan to Mar 2027	Kickoff, first campaign live, first monthly report. Judge leading indicators, not revenue.
Apr 2027	Day-90 review against the one metric. Keep, fix or cut. Most bad fits are obvious by now.
May to Dec 2027	Scale the formats that earned links, coverage or AI citations. Re-run the audit in October for 2028.

THE SHORTLIST

11 content marketing agencies, one line each

Hand-selected based on years of observation and too much industry knowledge. We are not sponsored by any of these agencies. Full profiles, links and fit notes live on the web page.

Agency	Best for	HQ · size	Budget signal
Green Flag Digital greenflagdigital.com	data-backed content marketing, digital PR, and AI search (AEO) citations	San Diego, CA (Scripps Ranch) Small, specialist team	Content programs start around \$5K/month; PR packages published
Siege Media www.siegemedia.com	product-led SEO content and GEO at scale for SaaS and enterprise	Austin, TX (offices in NYC, Chicago, SF) 80+ people	Not published; Clutch lists \$5K+ minimum project, \$100-149/hr
Omniscient Digital beomniscient.com	B2B SaaS organic growth (SEO, GEO, content) tied to pipeline	Austin, TX (fully distributed team) 30+ people, distributed	Full-service engagements start at \$10,000/month (stated on homepage)
NeoMam Studios neomam.com	original research and visual content campaigns that earn tier-1 press coverage	London, UK (remote team) About 14 people, remote	Not published; DesignRush lists a \$10K-25K minimum budget
Fractl www.fractl	syndicated digital PR and data journalism campaigns at high placement volume	Delray Beach, FL Roughly 40-50 people	Not published; Clutch lists \$5K+ minimum project, \$100-149/hr
Propellernet www.propellernet.co.uk	creative UK digital PR and integrated SEO with a strong culture	Brighton, UK 30-50 people	Not published; has won awards in the 'Best PR Campaign (up to £40k)' category
NoGood nogood.io	rapid growth marketing and answer engine optimization (AEO) for venture-backed brands	New York, NY (Soho); Miami; Dubai Roughly 50-100 people	Average retainer above \$20,000/month (stated on homepage)
R/GA rga.com	creative innovation, brand systems and product design at enterprise scale	New York, NY (9 countries) 2,000+ people (reported)	Not published; enterprise engagements
97th Floor 97thfloor.com	audience-first SEO, GEO, advertising and content for B2B and enterprise	Lehi, UT About 80 people	Not published
Coast Creative thecoastcreative.com	social-first content, creators and paid social for hospitality and consumer brands	San Diego, CA About 15 people	Not published; offers a 90-day starter package
Power Digital powerdigitalmarketing.com	full-funnel growth marketing with data intelligence for DTC and consumer brands	San Diego, CA (NYC, Atlanta, Medellín) 500+ people	Not published; starts with a free audit and appraisal

Who is a good fit for which agency

Green Flag Digital: Mid-market companies with proprietary data in travel, home services, marketplaces, lead gen, super affiliates, SaaS, cybersecurity. Not for: breaking-news turnaround, cheap volume content, black hat seo, high-scale production.

Siege Media: Funded SaaS and enterprise brands that want a content engine, not a campaign. Not for: small budgets, one-off campaigns, brands without product-market fit.

Omniscient Digital: B2B software companies with \$10M+ ARR or funding and a 6-month runway. Not for: early-stage startups, ecommerce, local businesses.

NeoMam Studios: Brands that want one big, beautiful, press-worthy idea per quarter. Not for: high-volume blog production, quick-turn newsjacking, tiny budgets.

Fractl: Consumer brands and B2C marketplaces that want hundreds of placements from a handful of campaigns. Not for: niche b2b categories where mass syndication does not move pipeline.

Propellernet: UK and European consumer brands, travel, fintech, retail. Not for: us-only brands that need us media relationships first.

NoGood: Funded startups and scale-ups that want one team across paid, organic and AI search. Not for: companies that want a pure content shop or a sub-\$10k budget.

R/GA: Global brands with seven-figure budgets that need creative plus product plus content in one shop. Not for: mid-market companies looking for a monthly content retainer.

97th Floor: B2B tech and enterprise teams that want SEO, ads and content under one roof. Not for: brands that want pure digital pr or big creative research campaigns.

Coast Creative: Restaurants, hospitality, CPG and local consumer brands in Southern California. Not for: b2b seo or digital pr programs.

Power Digital: DTC and consumer brands doing \$10M+ that want paid, organic and measurement in one partner. Not for: small businesses or anyone wanting a boutique feel.

Sources for the four numbers: Gartner 2026 CMO Spend Survey (May 11, 2026 press release); Muck Rack, "What Is AI Reading?" May 2026 edition; Ahrefs, "AI Overview citations" study, March 2, 2026; Content Marketing Institute / MarketingProfs, "B2B Content and Marketing Trends: Insights for 2026". Agency facts verified against each agency's own site, press releases and Clutch or Crunchbase profiles on September 21, 2026. Pricing signals from third-party directories are labeled as such.