# Content Curation 101: The Basic



**Content curation involves gathering and aggregating content from a variety of disparate sources. Discover what you need to know about this process.**

Finding content to present to your audience or to use for other marketing and business purposes may seem like a simple task. Sure, you can always produce some unique and relevant content yourself. But this can quickly become impractical as you cross other tasks off your business-related to-do list.

A sensible and customized content curation plan offers a prime solution. As you scratch your head about now — wondering just what content curation represents and how it works — stay tuned as I break down this topic. Let's begin exploring!

### What Is Content Curation?

Content curation refers to the act of finding or discovering content from third parties as well as licensed and original content sources. Content curators then gather and organize data for future use in a way that matches your needs. However, the content can (and should) still be personalized for your target audience.

### Why Is Content Curation Done?

Content curation aims to build value. Regardless of your business, industry, or niche, content curation has many possible and important objectives. Some of these include:

• Informing your audience

• Saving your audience time by giving them relevant information (that they don't have to hunt down themselves)

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- Gathering information and intelligence related to specific topics

- Collecting materials for market or business intelligence

- Building a content inventory to comment about on social media posts

- Filtering content specific to certain keywords, terms, or subjects

- Identifying and aggregating content that meets specific safety or compliance regulations (especially important with financial, health, or legal content)

## How Is Content Curation Done?

Consider three ways of curating content:

• Manual content curation

• Google Alerts

• Content curation software

Manual Content Curation

Tools like Pocket can be used to bookmark pages as you read articles online and come across those that could interest your audience. Manual content curation can also involve creative forms of engagement with your audience that might include:

• Asking for submissions via your social media platforms

• Welcoming guest bloggers on your existing blog

• Holding contests and repurposing the submissions as curated content

Manual curation can also involve reaching out to authoritative people you know in your industry or niche. If they have existing content you find compelling, ask for permission to share it with your audience. You can also ask them to submit original content you can post or present as you fit. Manual content curation can be very time-consuming — often limited by the number and quality of sources you can find.

Google Alerts

Described as a content change detection and notification service, Google Alerts send you emails when it finds results relevant to your business or specific keywords/phrases important to you. This content can include everything from webpages and blog posts to news articles and even scientific research.

Enter a topic you wish to follow in the top box on Google Alerts. You can also search for relevant content by keyword. Once you create your preferred alerts, you'll be notified when results appear. Simply search

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through the alerts to find what you wish to use.

Yes, this approach to content curation presents more efficient than the manual approach. Still, it only gives you a snapshot as it often surfaces irrelevant content. Overall, Google Alerts helps you discover a lot of content but does not manage or share it efficiently.

Content Curation Software

Content curation software locates relevant content from third-party sources. Software of this nature, like Vestorly, goes significantly further. This type of software can efficiently scour thousands of digital content sources. It can then filter content according to keywords and other parameters. Finally, it can segment found data into curated buckets of content inventory.

The most advanced content curation software, such as Vestorly's content management engine, gives you the ability to add components of content marketing and content management via marketing automation platforms and content portals.

This can absolutely be a great way to save time while still reaping the many rewards of curated content that addresses your goals and fits your audience profile. With content curation software, you can customize content to share per your specifications:

• Blog and social media posts

• News articles

• Infographics, videos, and other visual content

## Why Is Content Curation So Important?

First, know your customers don't sit around waiting for you to send content their way. If you don't publish relevant or compelling content, your target audience will lose interest and move elsewhere.

Secondly, creating a content inventory solely with original content poses a challenge. Just think about how many ways you can consume content online. From social media sites to blogs and email newsletters, a typical business needs to produce a lot of content to maintain optimal engagement.

Granted, you may not want all your content to be curated third-party content. But the right approach to content curation can supplement what you natively produce yourself or in-house. Third-party content can also fill gaps in your marketing material inventory.

Lastly, third-party content can be an endless treasure trove of "good" relevant content. Content curation software makes this process even easier.

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**Key Takeaways**

• Content curation can keep your audience interested and engaged.

• Third-party content can be collected manually with Google Alerts or with content curation software.

• Curated content can fill gaps in your content inventory.

• The right approach to content curation can save you time while still helping you achieve your marketing/online engagement goals— so it can boost your return on investment too!

Vestorly's Content Management Engine can help you curate third-party, original, and licensed content from around the web. Learn more.

**Leverage content effectively with Vestorly**

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