Ride the Coattails of Great Content:
How to Leverage Third-Party Content

Not all third-party content is created equal. But with AI-driven content curation, brands can find diamonds in the rough that boost sales and nurture leads.

Right now, both B2C and B2B marketers around the world are racking their brains for new content ideas. They have products and services to sell, and they can't waste any time on activities that don't increase engagement, fill their funnels, and nurture both existing customers and new leads. But is the pressure they put on themselves to create 100% original content necessary?

While some original content is important for revealing who you are, it gets expensive fast. Hiring and training writers and editors require time and money that could've been spent on business-critical activities that add more value.

Third-party content created by an outside source may be just as impactful — if not more. **Sixty percent of** *organizations say* **external parties influenced 35% of their annual revenue.** Many weary marketing teams are catching onto this, letting third-party content fill the gaps in their content marketing strategy.

One of the biggest reasons audiences love third-party content is its lack of bias. Professionals are bombarded with targeted ads and persuasive copy all over the internet, from their email inboxes to their social media feeds. This has led not only to sensory overload and desensitization to ads but also another troubling hurdle for brands: distrust.

Research shows people are more skeptical of brands than ever before. As a result, they are more likely

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to tune out content that comes directly from brands — assuming that it's biased or over-the-top "salesy" — and prefer tuning in to third-party content to research a subject. This goes double for executives and decision-makers whose attention is most coveted. *Studies* show that third-party content is more likely to generate sales for this reason because it is viewed as more trusted content.

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Why Third-Party Content?

While a *majority of marketers* already rely on third-party content, they often use it randomly rather than strategically. With automatic content curation, organizations can run lengthy, targeted campaigns without running low on ideas. While some companies mistakenly try to sell to their audience 24/7, smart companies know that positioning themselves as reputable information sources is key to establishing prospect trust and customer loyalty.

Third-party content helps organizations:

- Fill in their social media content calendar
- Keep email subscribers engaged
- Run account-based marketing campaigns
- Gather business and market intelligence
- Keep employees informed about relevant news

Organizations are also reducing expenses by leaning on third-party avenues for a portion of their content marketing. One *study* found that the *cost of creating in-house* training content steadily rose over eight years. Similarly, the cost of hiring outside talent to produce original content has risen dramatically during the past several years.

With that said, searching for third-party content can quickly eat uptime. So how do organizations find and make use of it without wasting too much time and energy each week?

Content Management Made Easy

There's a lot of content out there, but most of it won't move the needle for you. Organizations need a mechanism for sifting through and finding the pieces that will.

A content management engine (CME) is a comprehensive software solution that discovers, filters, organizes,

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and personalizes third-party and original content so content can work across an entire organization. A CME like the one developed by Vestorly incorporates AI and natural language processing (NLP), allowing brands to curate relevant content and strategically assimilate it into their digital marketing efforts.

A content management engine is a software solution that allows brands to aggregate relevant content and strategically assimilate it into their digital marketing efforts. Rather than searching the web manually to find just the right piece, use CME software and automatically discover relevant third-party content that meets the parameters you have established.

CMEs sift through an organization's unique data, building a precise understanding of its target audience and their behaviors. Equipped with this knowledge, it can make content recommendations that increase customer engagement, time on page, and click-through rates.

Safe and Trustworthy Sources

Content engines can gather ideas and audience feedback data, but can they vet third-party content for safety and quality? Surprisingly, the answer is yes. At Vestorly, our CME makes sure that the third-party content it gathers is:

1. Directly relevant to your audience
2. Coming from a reliable and trustworthy source
3. Within the parameters you set for language and compliance regulations

When dealing with artificial rather than human intelligence, there are still many ways to set quality content standards. Unlike older models, modern content management engines allow users to set parameters, so the algorithm knows not to include irrelevant content. This means you'll never have to worry about publishing content out of context (e.g., a Black Friday post aimed at consumers when your target audience is retailers).

Relying on unbiased AI algorithms to filter content can provide peace of mind and permanently lift a burden from your marketing team. In highly regulated sectors like finance, law, and health services, this can be especially helpful.

Rather than laboring to produce enough content each week or fretting over what content will perform best, teams can instead focus on overseeing marketing efforts and gleaning insights from social data. This creates a beautifully iterative process in which technology does the heavy lifting, and teams can get back to doing their most important work of strategy and implementation.

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Leverage content effectively with Vestorly

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Key Takeaways

- Third-party content is an untapped resource for raising brand awareness, nurturing leads, and bolstering sales.
- Because third-party content is considered unbiased, it can encourage audience trust, often more profoundly than original content.
- AI-driven content management engines have replaced older content engine models that focused primarily on content gathering, now filtering and personalizing content for niche audiences.
- AI algorithms can be programmed to meet your unique standards for content quality and safety, thereby proving enhanced trust of third-party content.

Vestorly software gathers the best third-party content from around the internet, selecting only the most valuable pieces to help you execute your marketing goals. Request a free demo *to see how we make AI-driven content curation easy and applicable to your business model.*

REQUEST A FREE DEMO

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