

The

# CONTENT @ CURATION

## SWEET SPOT

### FINDING THE BALANCE BETWEEN CURATION AND CREATION

PEOPLE GENERALLY DON'T LIKE BRANDS THAT ARE OVERLY SELF-PROMOTIONAL IN THEIR CREATED CONTENT.



Rather

THE BRAND SHOULD SEEK TO BE PART OF THE CONVERSATION BY SHARING LINKS THAT ARE RELEVANT TO THEIR FOLLOWERS, BUT NOT TOO SPECIFIC ABOUT THEIR PRODUCTS AND SERVICES THROUGH...

## CONTENT CURATION

POSTING LINKS TO 3RD PARTY SITES GENERATES

33%

MORE CLICKS THAN POSTS LINKED TO OWNED SITES.

BUT

POSTING LINKS TO OWNED WEBSITES GENERATES A

54%

HIGHER CLICK-TO-CONVERSION RATE THAN POSTS THAT LINK TO 3RD PARTY WEBSITES

ON AVERAGE:

### CURATORS

WHO LINK TO 3RD PARTY SITES 75% OR MORE OF THE TIME GET:

47.8

CLICKS PER POST

0.2%

CLICK-TO-CONVERSION RATE

0.10

CONVERSIONS PER POST



### SELF PROMOTERS

WHO LINK TO THEIR OWN CONTENT 50% OR MORE OF THE TIME GET:

17

CLICKS PER POST

2.4%

CLICK-TO-CONVERSION RATE

0.41

CONVERSIONS PER POST

## SWEET SPOT

THE GOAL IS TO FIND A BALANCE BETWEEN BOTH THAT LINK TO 3RD PARTY SITES 50-75% OF THE TIME. THE RESULT IS AN AVERAGE OF:

38.4

CLICKS PER POST

2.5%

CLICK-TO-CONVERSION RATE

0.95

CONVERSIONS PER POST

NOT ONLY DOES A COMBINATION OF CONTENT CREATION AND CURATION LEAD TO BUILDING STRONG RELATIONSHIPS WITH THE RIGHT PEOPLE, BUT IT MAKES YOUR CONTENT A LOT MORE USEFUL, AND GENERATES A MUCH HIGHER CLICK-RATE.

BY CURATING DIFFERENT KINDS OF CONTENT, YOU INCREASE ENGAGEMENT RATES EVEN MORE. TRY LINKING TO VIDEOS, PODCASTS AND INFOGRAPHICS.

THERE ARE LOTS OF DIFFERENT KINDS OF RETARGETING CAMPAIGNS THAT EXIST TO HELP CREATIVE CURATION STRATEGIES, LEADING TO INCREASED CLICKS AND CONVERSATIONS.

