IMPACT

OF CONTENT CURATION
ON BUSINESS GOALS IN 2013

Exploring the impact of content curation on business goals in 2013

Content curation seems to have been one of the biggest marketing buzzwords of 2013. Hundreds of experts are telling businesses both small and large that content curation is the secret to success in content marketing and it's time to get started.

Almost an entire quarter into 2014, it's time to take "getting started" to the next level. Scoop.it surveyed professionals who have been using content curation as a part of their marketing strategy for the past year in order to discover its impact on business goals.

It just works.

Scoop.it surveyed 1,550 professionals between October of 2013 and January of 2014 in order to gain a better understanding of their most important business goals as well as the challenges that these professionals are facing in accomplishing these goals.

It's been established many times that modern day professionals struggle to find the time to create original content, maintain their online presences, and keep track of the ever-increasing amount of information available on various topics. When taken a step further though, the findings demonstrate that more than half of professionals find solutions to these and other pain points through the use of content curation.

Many reports have emphasized the perceived importance of content curation, but for the first time ever, we've got quantitative proof that it works.

Overall, the findings demonstrate measurable business results as a result of content curation, and an even higher perceived value of curation for the upcoming business year.

There's no shortage of challenges faced by digital professionals who practice content marketing.

- The top two challenges faced by digital professionals are finding the time to publish content and maintain an online presence.
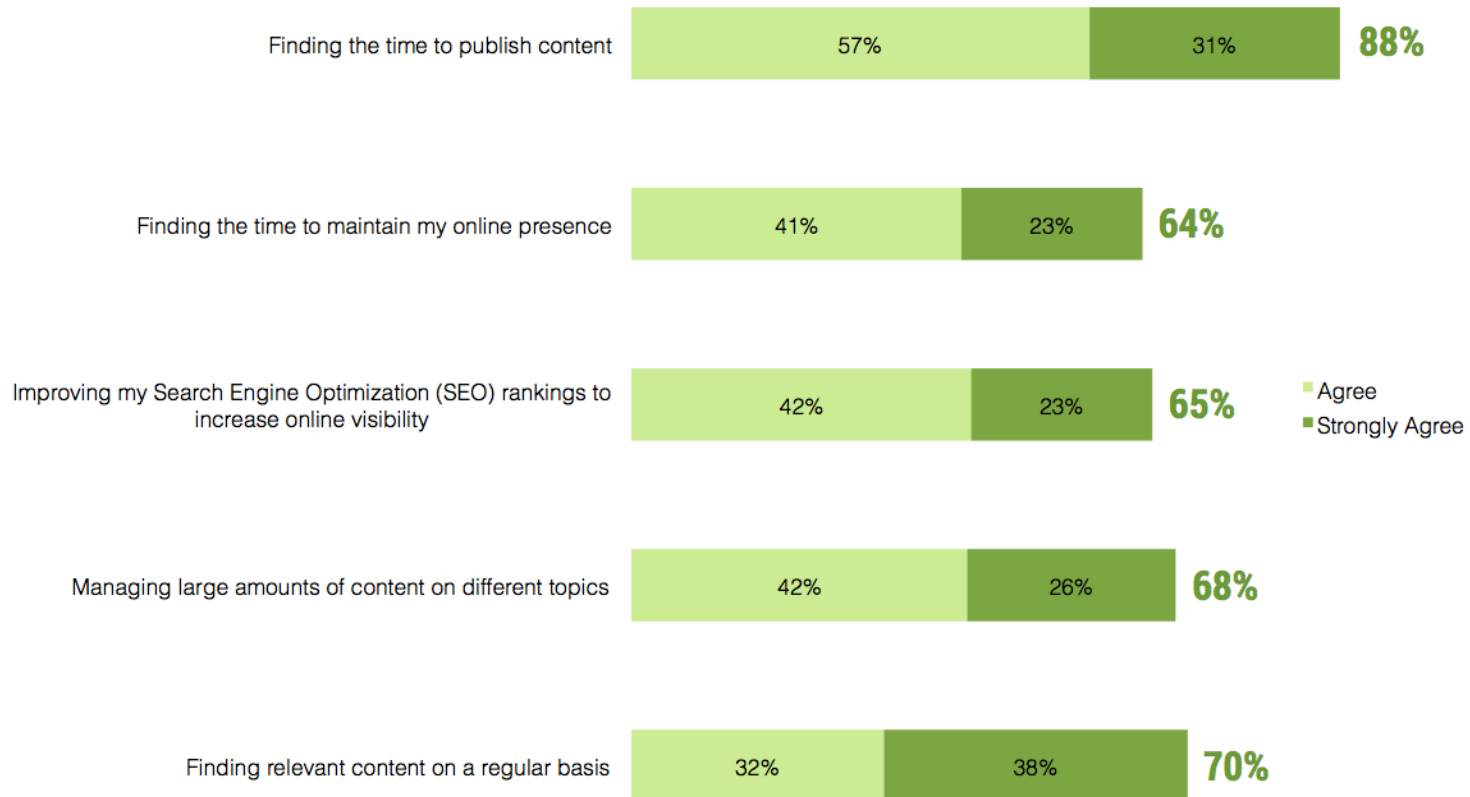
- Over half of marketers use content marketing to increase SEO visibility.

- Finding relevant content on a regular basis is important to marketers who want to stay top-of-mind to their audiences - but knowing where to look is key.

Which of the following challenges, if any, have you experienced when publishing content online?

Challenge	Percentage
Finding the time to publish content	72%
Finding the time to maintain my online presence	61%
Improving my Search Engine Optimization (SEO) rankings to increase online visibility	56%
Managing large amounts of content on different topics	54%
Finding relevant content on a regular basis	48%

Did Content Curation help with regards to...

Finding the time to publish content
57% | 31% | **88%**

Finding the time to maintain my online presence
41% | 23% | **64%**

Improving my Search Engine Optimization (SEO) rankings to increase online visibility
42% | 23% | **65%**

Agree
Strongly Agree

Managing large amounts of content on different topics
42% | 26% | **68%**

Finding relevant content on a regular basis
32% | 38% | **70%**

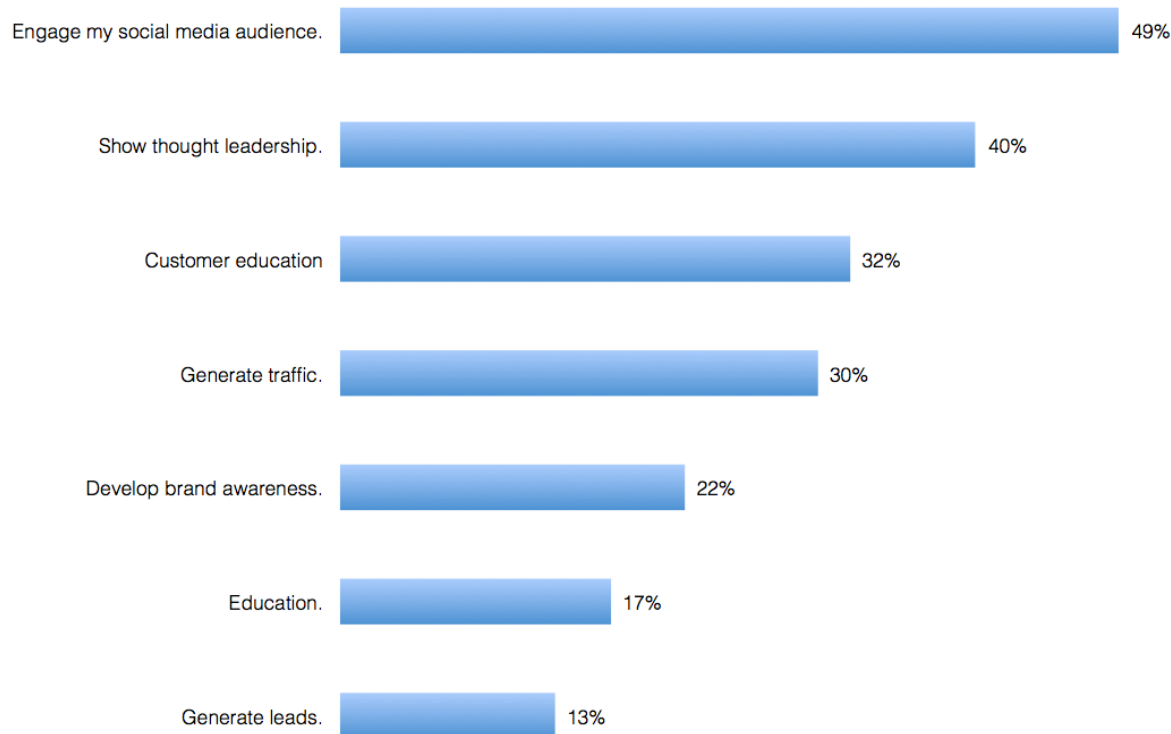**Professionals solve major pain points through the use of content curation.**

-Two-thirds of digital professionals surveyed reported that content curation lessened all five of the major pain points associated with content marketing.

Audience engagement, thought leadership, and brand awareness are among the most valued business goals of digital professionals.

- The most common business goal among digital professionals (49%) is to create engaged audiences on social media.

-Professionals planned on using content curation to increase traffic, brand awareness, and leads.

What were your main goals with Content Curation in 2013?

Goal	Percentage
Engage my social media audience.	49%
Show thought leadership.	40%
Customer education	32%
Generate traffic.	30%
Develop brand awareness.	22%
Education.	17%
Generate leads.	13%

Scoop.it!

Over three-quarters of professionals who used content curation saw an impact on reported business goals.

How would you rate the impact your content curation efforts had on reaching these goals in 2013?

Significant or high impact — 31%

Some impact — 45%

No or low impact — 24%

76%
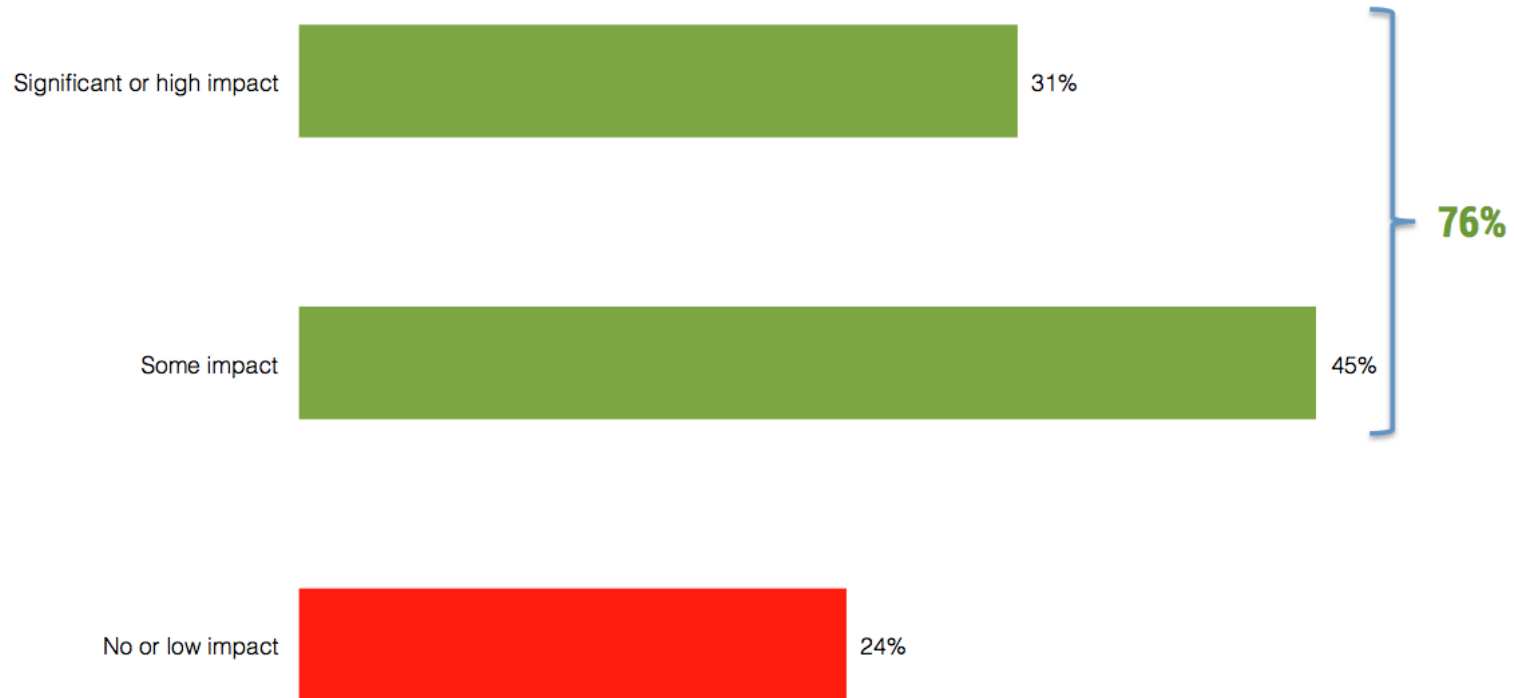
Following success in 2013, 93% of content marketers predict that content curation will help reach business goals in the coming year.

-Even those who weren't fully convinced in 2013 will give curation another try (17%).

How would you rate the impact your content curation efforts will have on reaching these goals?

Category	2014	93%
Significant or high impact	46%	
Some impact	47%	
No or low impact	7%	

- 2014
- 2013
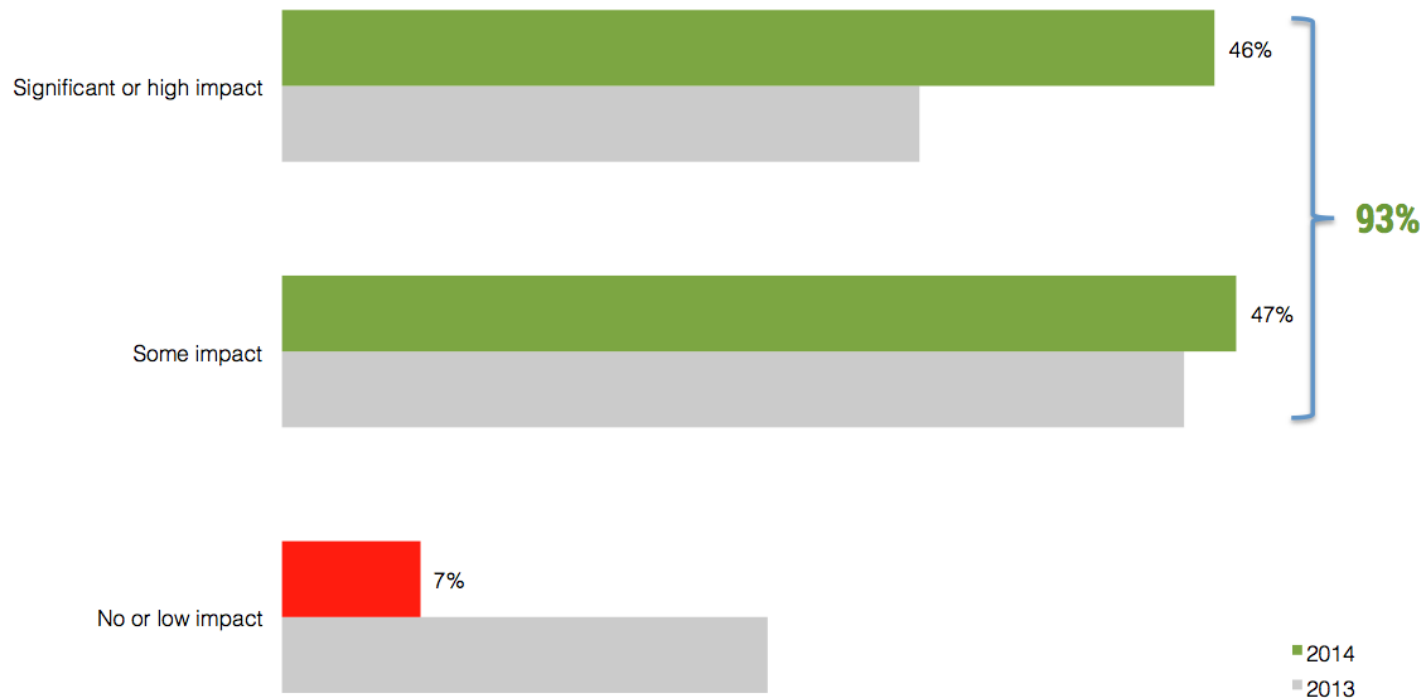
What does it all mean?

The industry has reached a point in time where professionals no longer have to guess about the impact that content curation will have on reaching business goals and solving the issues faced by a vast majority of content marketers.

There is strong evidence in support of the business benefits of adding content curation to the content marketing mix. This report has taken the guesswork out of evaluating curation as a potential tool for accomplishing common goals like building engaged audiences, brand awareness, SEO, thought leadership and educating audiences by organizing large amounts of relevant content in a meaningful way.

93% of digital professionals surveyed plan on seeing a measurable impact from content curation in the upcoming year simply based upon the successes they saw during their first year using it.

Take the next step.

There are endless resources available for professionals to begin learning about content curation, and it still isn't too late to launch a curation-based strategy for 2014.

Begin feeding your content marketing needs today for better results tomorrow. Say bye to the buzzword and find out how Scoop.it can help you get the ball rolling.