11 Examples of Content Curation in Action

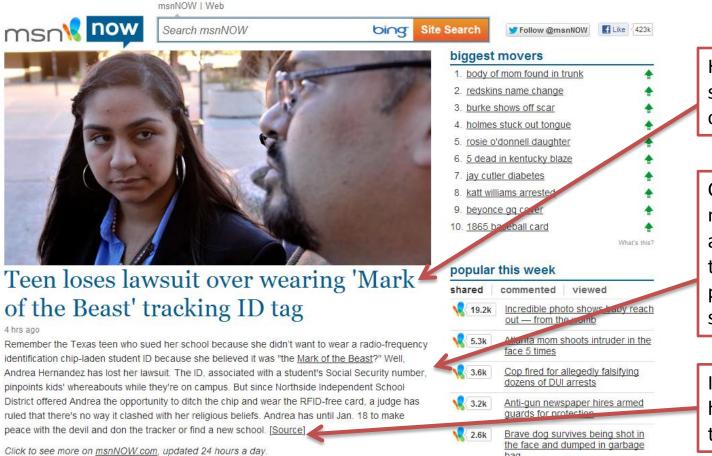


Learn the art and science behind content curation as we showcase 11 examples of curation found around the web. We break down each curated piece of content and share a little insight into how these pieces of content are put together. We also hope you'll pick up some tips you can use in your own curation efforts.





MSNNow.com – Value Based Curation on Trending Topics



High value summarized custom headline

Commentary is a mix of a summary and highlighting the important points of the story

Includes a clearly highlighted link to the source

Read more:

· Student's lawsuit says roomie's sex life made her suicidal



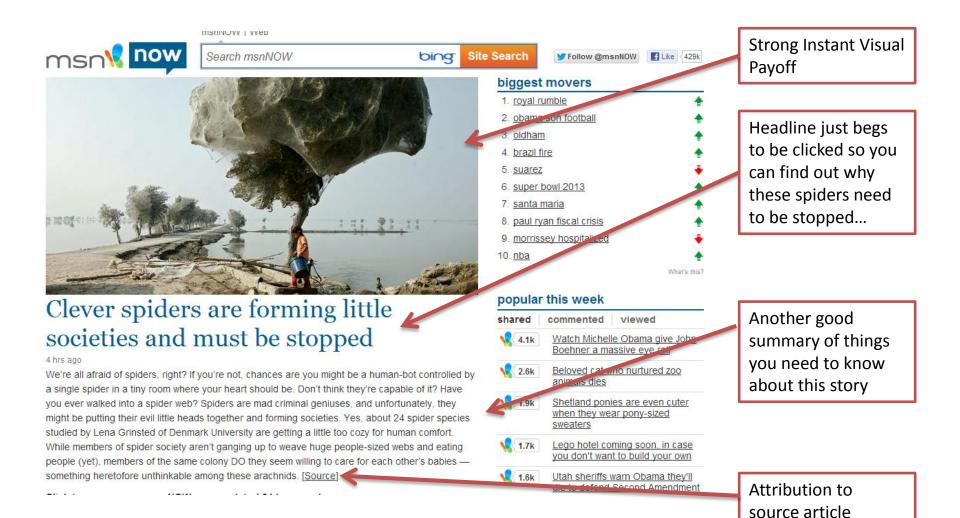




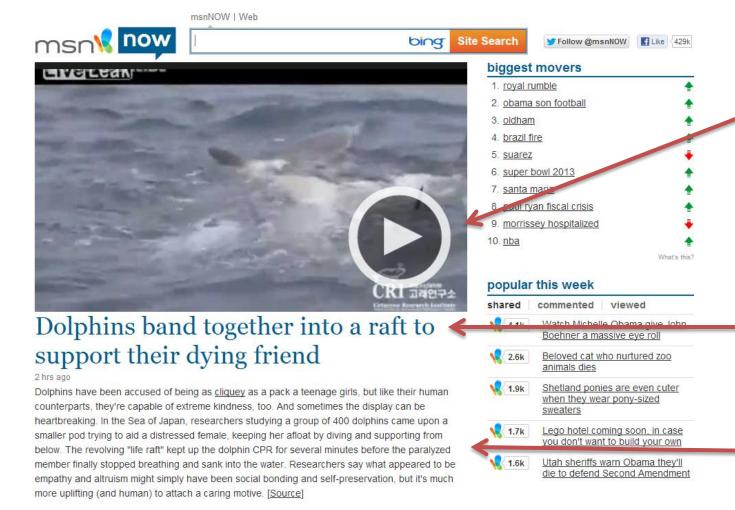




MSNNow – Spiders Are Going to Take Over



MSNNow.com — Video Curation



Embedded Video so they can capture traffic (and ultimately get you to their platform).

Great Headline – But we suggest you add "[video]" so people know they get to watch something unique

Good summary of video and attribution link.







"Family Guy" Perfectly Sums Up People Who Watch "The Wire" And "Breaking Bad"

Say what you will about Family Guy, and say what you will about those other two shows (though if you say something negative about Breaking Bad and The Wire, YOU'RE WRONG)... this is SPOT ON.

posted about 2 days ago











From Season 11, Episode 9:



BuzzFeed – Video Curation

If they didn't curate the video this way they wouldn't have captured this traffic.

They created a much better headline than what was included with the video. Their headline shares the benefit you will get by clicking and ultimately watching.

Also added a short summary lead in that is more of a teaser of what you are about to watch...

Embedded Video so they can capture traffic (and ultimately get you to their platform).



Curation Traffic allows you to easily curate videos from YouTube and Vimeo – Click here to learn more...

BuzzFeed - Single Image Story Curation



Headline clearly shares the lead of this story...

This whole Curation breaks down why this one picture reminds us even NFL Stars totally look like Dads.

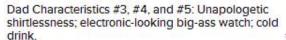
Background on this Curation.

This is an interesting curation and a strategy that can be employed in your market with a little bit of planning. It all centers around this one image but they break down the image to tell a story. You'll see how that plays out as you go through the next few pages.

Dad Characteristic #1 and #2: The visor and wraparound sunglasses.



Not a baseball cap. A visor. Which appears to at least have the Broncos' colors underneath the brim. And those shades are Peak Dad — they may even be Oakleys.





See, Peyton Manning doesn't give a FRICK what you think about his torso. He's a dad, he don't care. And that watch? It tells time, so get off his gotdam back. It tells time just as well as your fancy Rolex Roger. The derer-looking watch, you fancypants Swiss olockmaster, even if it does have a Velcro strap. Whatever: Velcro's from nature. Peyton's got a cold drink in hand — what is it? who knows, but he's holding it in what looks like it could be a frozen mug, because he's a practical man — and he's just enjoying his vacation.



13 Reasons Wny Nice Guys Are The



The Lonely Island Reveals What "YOLO" Actually Means



10 TV Shows That Deserve A



The St. Createst Moments Ever On "The Ellen Show



"Alice In Wonderland" Themed Wedding Photos



8 Ways Vegetables Will Make You Superhuman



io Dog πeally Hates Twilight



This picture is broken down and highlight with bulleted reasons backing up the headline

Commentary

Sub-headline that is scanable

In a way it's amazing that this one image can be further broken down into commentary like this...

Dad Characteristic #6: A RIDICULOUS-PRINT LONG BATHING SUIT



Yeah? You like those monkeys on Peyton's bathing suit? Sure you do: they're the kings of the jungle (or the veldt, or whatever), just like Peyton's the king of his roost. They're Cool Monkeys; he's probably had that bathing suit for longer than you've been alive. And yes, it does go down to his knees: better for getting just the right kind of goofy shortstan.

Peyton Manning: Pro Bowler, MVP, Total Dad

27 Unexpected Ways To Give Someone Flowers



In Celebration Of The Men Of Girls"



44 Valentine's Day Treats To Melt Your Heart



15 Unbelievably Racist Antique Valentine's Day Card



Sweet Brown: The New Queen Of Instagram



25 Reasons Why Moving Totally Sucks

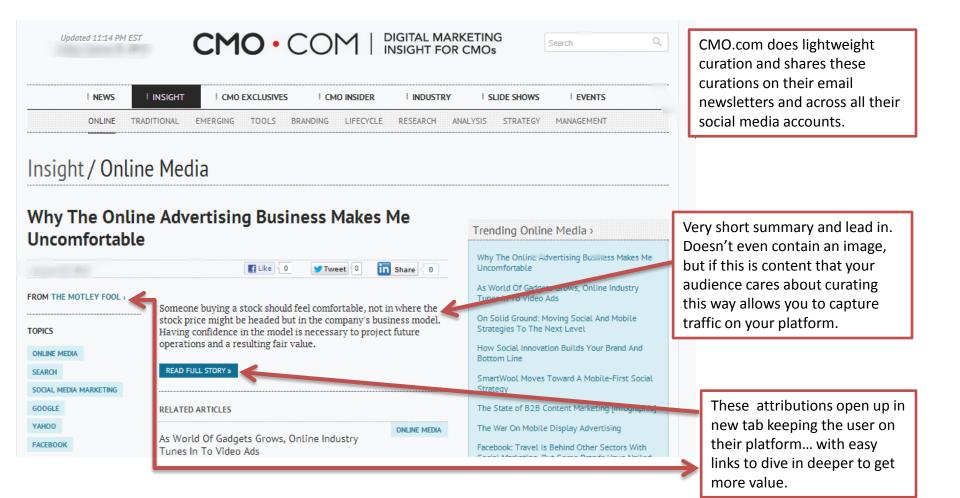
More breakdown and as we zoom into the shorts (all the while they are telling a story and backing up the tease of the headline).

Short commentary wrap up.

See what they did here? They gave a hat-tip to Reddit.
Essentially this photo was found on Reddit and made the original point of how this NFL star was just an ordinary mortal Dad. So they expanded on that concept and broke it down and highlighted it in detail through this story curation.

What things like this could you find in your market?

<u>CMO.com – Lightweight Curation</u>



<u>TheMonkeyCage.com</u> – <u>Lead in and Lead Out Curation.</u>



The Monkey Cage

Democracy is the art of running the circus from the monkey cage -- H.L. Mencken

Our Books

The Gamble: Choice and Chance
in the 2012 Election

by John Sides & Lynn Vavreck



Free E-Chapter: The Hand You're

<u>Dealt</u>

Free E-Chapter: Random, or Romney?

NEW! Free E-Chapter: All In

What the research says: Apportioning electoral votes by congressional district would be a seriously biasing idea

by ANDREW GELMAN . 7 COMME in CAMPAIGNS AND ELECTIONS

Given that the apportion-electoral-votes-by-congressional-votes idea is in the news again, I thought it would be a good idea to point to some recent research on the topic.

Here's what Andrew Thomas, Gary King, Jonathan Katz, and I found in a paper published a couple months ago in the journal Statistics, Politics, and Policy:

We investigate the effect on presidential elections if states were to assign their electoral votes according to results in each congressional district, and conclude that the direct popular vote and the current electoral college are both substantially fairer compared to those alternatives where states would have divided their electoral votes by congressional district.

That's what the research shows. Apportioning by CD would lead to huge, huge bias in the system. Personally, I'd prefer a popular vote system but that's another story. Doing it by CD would be a disaster.

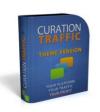
Lead in commentary with embedded links to the source articles.

Curated quoted text clearly highlighted.

Wrap up commentary with a clear point of view.

Why is this form of Curation Powerful?

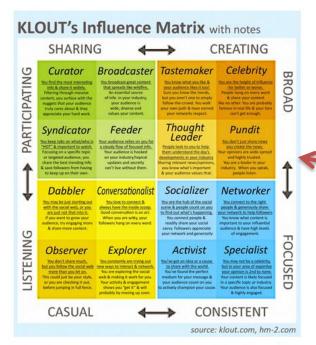
This curation works well because it's leads in with the key things you need to know. Then highlights the most important aspect in the quoted text. Then ends with a clear and concise point of view.



This form of Curation can be easily done in a few minutes with Curation Traffic – Click here to learn more...

Five Types of Social Media Influencers





Klout is trying really hard on coming up with a way to measure influence. Personally I don't think they are quite there because the stuff they say I am influential about really aren't. The big problem is they can only track what I share and what/who I engage with. That being said I do think they provide some good data to get you started. For instance this here where they work to distill the types of social influencers in the social media landscape. So which one are you?

For each of these values, the notion of influence may vary from person to person. In fact, in the age of social media, the definition is changing as how to identify influencers. Today, thanks to online applications, all social media users now have the opportunity to stand out and in turn become leaders in respect to their interests. As a result, marketers and public relation professionals are forced to reassess their approach to define the notion influence on social networks.

Latest in Marketing News from YouBrandInc.com

Headline leads you in with the question of what type of "social media influencer" you are.

Is visual with instant payoff.

We lead in with some commentary that summarizes what the graphic is about. Also we share a little bit of teaser on the source article.

Attribution to the source.

Why Does this Curation Drive So Much Traffic and Convert?

This curation generates tons of great traffic and converts to our offers.

What you don't see on this screen shot is the sidebar (converts at 1.3%) or the inline call to action (that converts at over 4% on completely cold traffic).

It converts because it follows all the rules of good curation. It has a good headline, it's visual, it summarizes, and it's easy to digest.

As an added benefit it also gets quite a bit of reshares gaining more and more traffic.

CurationTraffic.com Blog Curation

7 STEPS TO BETTER EFFECTIVENESS IN YOUR CONTENT MARKETING by

Curation Traffic Team

🔍 Curation Tips 🖫 content creation, content marketing, curation advice, curation tips, social media



Just adding more content marketing to your plans by itself isn't sufficient to yield the most from your marketing investment. Therefore, somewhat contrary to the above data, it seems that marketers' biggest content marketing challenge is maximizing each content marketing effort's effectiveness. As a result of doing this, each element of content would be better able to achieve its marketing objectives. To ensure that each piece of content yields optimal results toward your business goals, here are

seven steps you need to follow.

- 1. Plan for content reuse
- 2. Optimize content for search
- 3. Format content to attract attention
- 4. Incorporate a relevant call-to-action
- 5. Make content mobile-friendly
- 6. Market your content
- 7. Socialize your content

These 7 tips are spot on and it's one reason why we designed Curation Traffic from the ground with many of these features built right in. Not only is our theme version designed to convert but with microformats it's highly search friendly. We also built in social sharing buttons and the ability to instantly share your new curations across all your social accounts with integration with the highly popular services Buffer and Hootsutie.

We take a step further though. We didn't just want the single best curation platform for WordPress we also wanted to be able to curate content on any blog. That's where our plugin version includes some of the same features listed above from instant socializing your content to instantly allowing you to share it in your social networks.

See full story on contentmarketinginstitute.com

Image courtesy of contentmarketinginstitute.com

Attribution to the source

We modified the headline to give it greater impact and benefit.

Here we quoted the article and summarized the 7 steps into a easy to read list.

Then we finished off this curated piece of content with commentary with our point of view.

We also put inline text links (which convert like crazy) into our commentary.

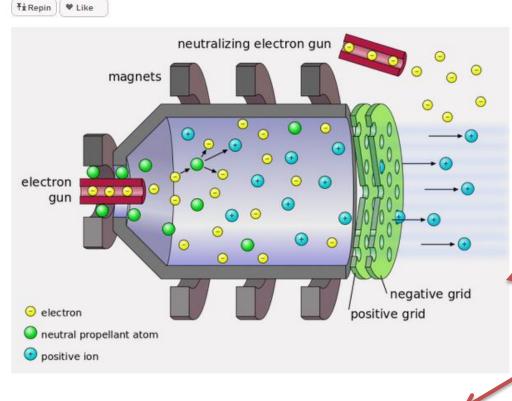
<u>Click here</u> to see this curation live (running the <u>Curation</u> Traffic Plugin)

This curation took us less than 2 minutes to curate using the Curation Traffic Plugin.



Best of the Web – Lightweight Curation

NASA's NEXT ion drive breaks world record, will eventually power interplanetary missions



Proving yet again that Star Trek was scarily prescient, NASA has announced that its NEXT ion drive — NASA's Evolutionary Xenon Thruster — has operated continually for over 43,000 hours (five years). This is an important development, as ion thrusters are pegged as one of the best ways to power long-term deep-space missions to other planets and solar systems. With a proven life time of at least five years, NEXT engines just made a very big step towards powering NASA's next-gen spacecraft.

See full story on extremetech.com

Attribution to source done automatically.

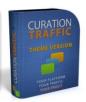
This curation took us 15 seconds to curate and delivered over 500 unique visitors in the first day...

Click here to see this curation live (running the Curation Traffic Plugin)

Great scientific image.

Using the **one-click summary button** within the CurateThis[™] bookmarklet we instantly got accurate summary of this article.

This curation took us 15 seconds to curate using the **Curation Traffic Plugin**.



YouBrandInc.com Video Curation

500 YEARS AGO TODAY

Posted in Core Questions

WRecommend 7 Tweet 122 14 in Share 9 Share / Save

Five hundred years ago Michelangelo was putting the final touches on the <u>Sistine Chapel</u>. A priceless work of art that covers an area of roughly 11,840 feet.



invites you to wonder what happened 500 years ago today?

Headline that is mysterious but

The CurateThis™ bookmarklet allows you to easily curate content from YouTube. That's what we did here. We found a video of the Sistine Chapel and shared a little introspection to go along with it. This curated piece of content took us less than a minute to curate and created over 1K unique visitors.

The Benefits of Curating Videos

Curating video is a high impact curation strategy because the visitor can consume the content right on your platform. As they watch the video their eyes will wander and eventually land on one of your other curations, posts, or ultimately one of your offers.

If you've ever been able to peer up at that ceiling you know just how powerful a work of art it truly is.

So it got me thinking... what am I working on today that will be around for 500 years?

How about you?

This curation took us 45 seconds to curate using the **Curation Traffic Plugin**.



With Curation Traffic Curating Content is Push Button Simple.



It all starts by when you add a bookmark for the custom built content grabbing bookmarklet **CurateThis™**.

When using **CurateThis™** you can easily curate content from around the web, content such as:

- YouTube & Vimeo Videos
- Posts and Articles from blogs and news sites
- Infographics
- Plus much more...

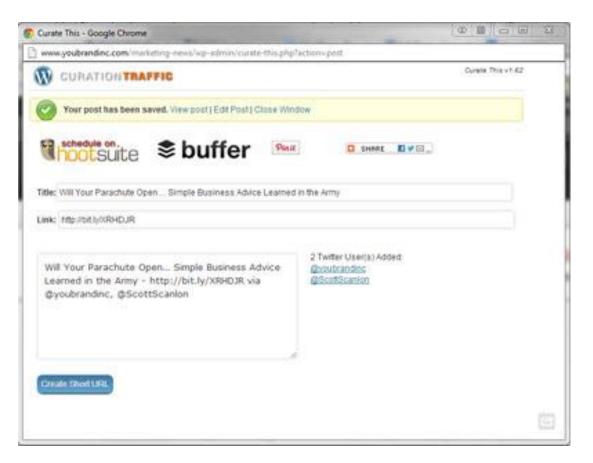


CurateThisTM Bookmarklet

Both the Curation Traffic theme and Plugin include the push button simple bookmarklet CurateThis™.

CurateThis saves you time in by automatically creating a new WordPress post pulling in the headline, images, and text to curate.

After You Post Easily Share Your Curation.



After you published your curated piece of content now it's time to share.

CurateThis™ is works with popular sharing platforms such as Hootsuite and Buffer making it easy to get traffic with social media.

2 Ways For You to Get Curation Goodness...



The Curation Traffic Theme

The Curation Traffic theme has been built from the ground up to convert. It's a magazine layout WordPress theme that is highly customizable and includes the custom-built bookmarklet CurateThis.

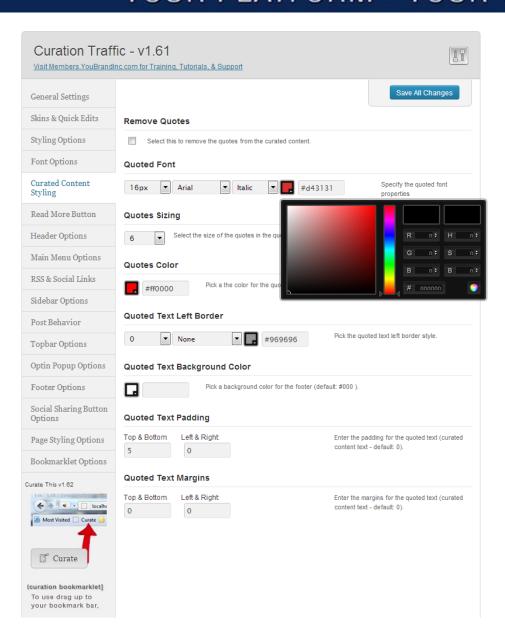
Learn More About the Curation Traffic Theme



The Curation Traffic Plugin

The Curation Traffic plugin allows you to easily add curated content to your existing blog or website. It includes all the great features of CurateThis and works with any WordPress blog or website.

Learn More About the Curation Traffic Plugin



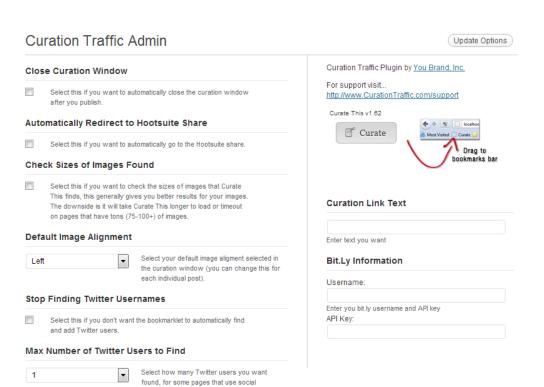
The Curation Traffic Theme is Designed to Convert and is Highly Customizable

Also includes:

- Skins and quick edits
- 2 main layouts (OG and WIDE)
- Social Sharing buttons built in
- Top bar built right in
- Highly customizable
- Plus much more...

Learn More About the Curation Traffic Theme

The Curation Traffic Plugin Allows You to Curate Content to Any WordPress Blog or Website



comment plugins the bookmarklet will find every Twitter account for anybody that

comments. (default: we cap this at 5)

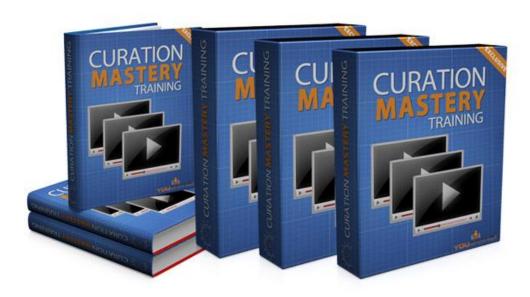
Update Options

The Curation Traffic Plugin:

- Allows you to curate content to any WordPress blog or website
- Integrates with Hootsuite,
 Buffer, Pinterest, and AddThis
- Finds Twitter Users for easy engagement
- Plus much more...

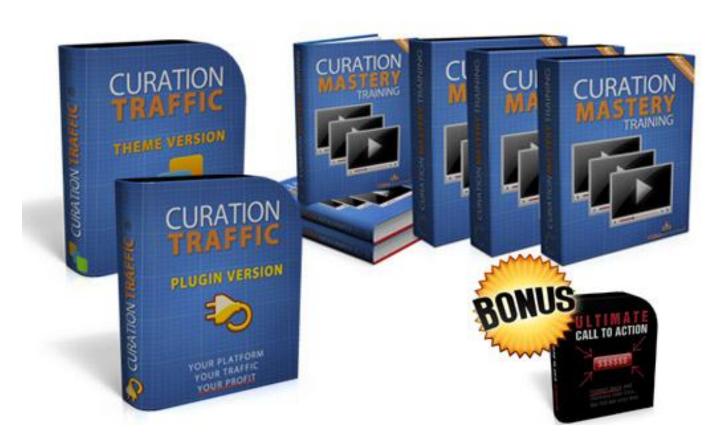
Learn More About the Curation Traffic Plugin

You Also Get Instant Access to the Curation Mastery Training



- How to build authority with content curation.
- How to create traffic with curation.
- The exact system to set up so you can curate in minutes a day.
- Tried and tested curation conversion and monetization strategies.
- How to create the ultimate listening post.
- Plus much more.

Our Most Popular Bundle The Curation Traffic All-in-One Package



Click Here to Learn More about the Curation Traffic All-in-One Bundle