

CURATING CONTENT

Content curation is another popular option for creating content.

WHAT IS CONTENT CURATION?

Curation is the process of sorting through your content or content from various sources and presenting it in a meaningful and organised way- usually around a specific theme.

It's a bit like what museum curators do ... they put artwork from different sources together in exhibits around a theme, which puts the artwork in a new light.

The idea behind content curation is that your audience is overwhelmed with information and you add value to them by sifting through all the content that is out there and pulling out the most meaningful pieces for them, thus simplifying things for your audience. Content curation, if done well can really benefit you as a marketer. Your audience will see the value, and they will be grateful someone did the work for them, and ultimately, it can build trust.

CONTENT CURATION v. CONTENT AGGREGATION

Content curation and content aggregation are not the same. The value of curation is in the spin you put on the content. Typically, you'll add an introduction to the content to give it context, add your opinion, quote a portion of the original content, and then link to the source.

There are sites built entirely on content curation. One such site is [Smartbrief.com](https://www.smartbrief.com). They curate business related content and categorise it. You can read their collection of topics on their site, or you can subscribe to their popular newsletter. Try their marketing and advertising newsletter, an easy way to stay up to date on the latest news in the industry.