

# Stories for Authentic Relationships



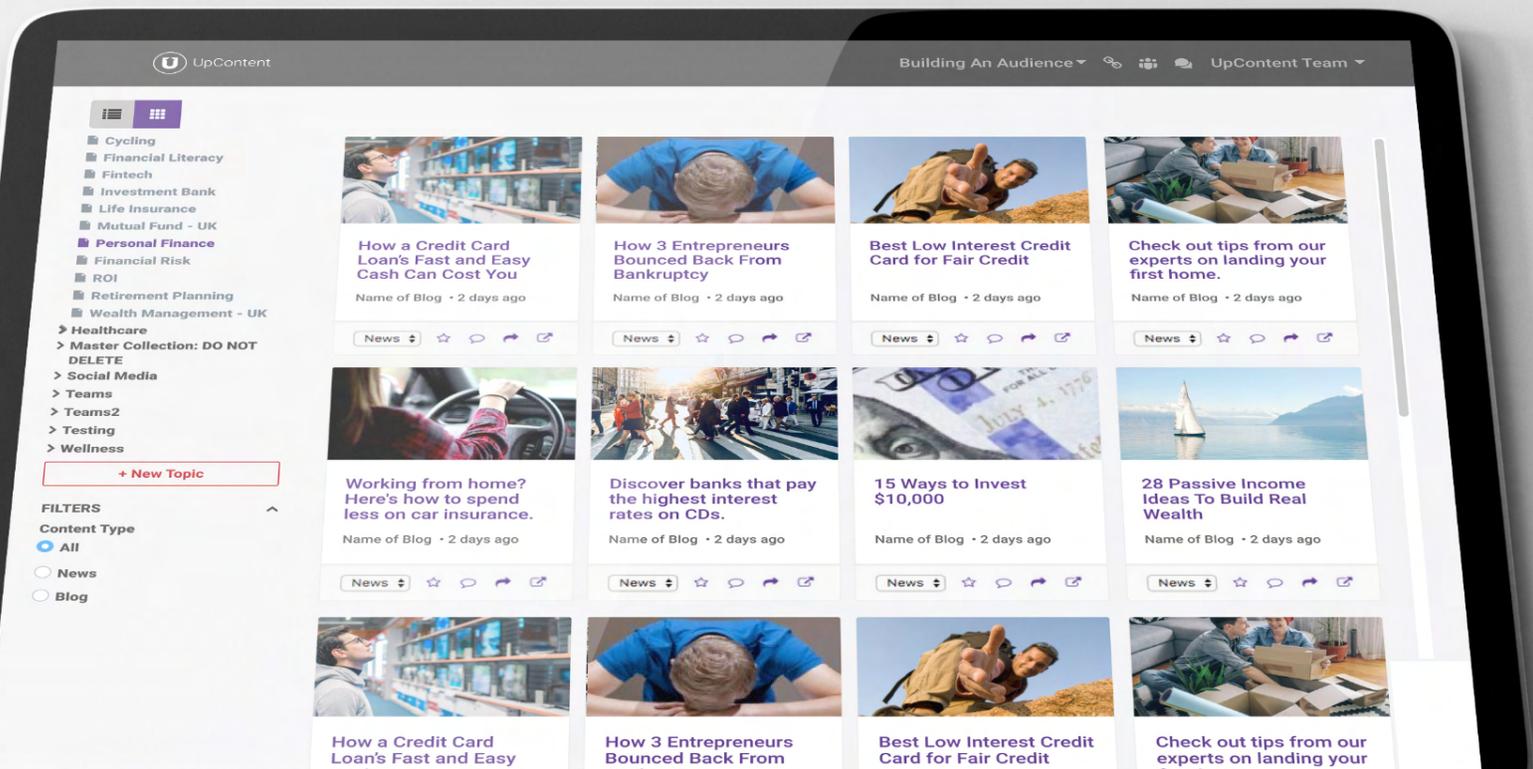
DA Curate is an “air traffic control” for your content curation efforts - seamlessly coordinating all aspects of your strategy and integrating with the automation and distribution tools you love.

## WHY CURATE ARTICLES?

To help remain relevant and counter the fatigue felt by customers, due to the plethora of articles available, brands are now taking up the torch to help their target customers filter out the noise and showcase the perspective (and values) of their brand.

## THE STANDARD WAY TO CURATE MAKES NO SENSE

It's all about comparative advantage. Spending time scouring handfuls of websites, digging through your email for those “alerts” and newsletters, copying and pasting across spreadsheets, chat apps, and email is a soul-sucking waste. Further, these activities limit the time to apply the strategic thought, and marketing prowess, necessary to get the most from content curation efforts. Why are we doing this to ourselves?



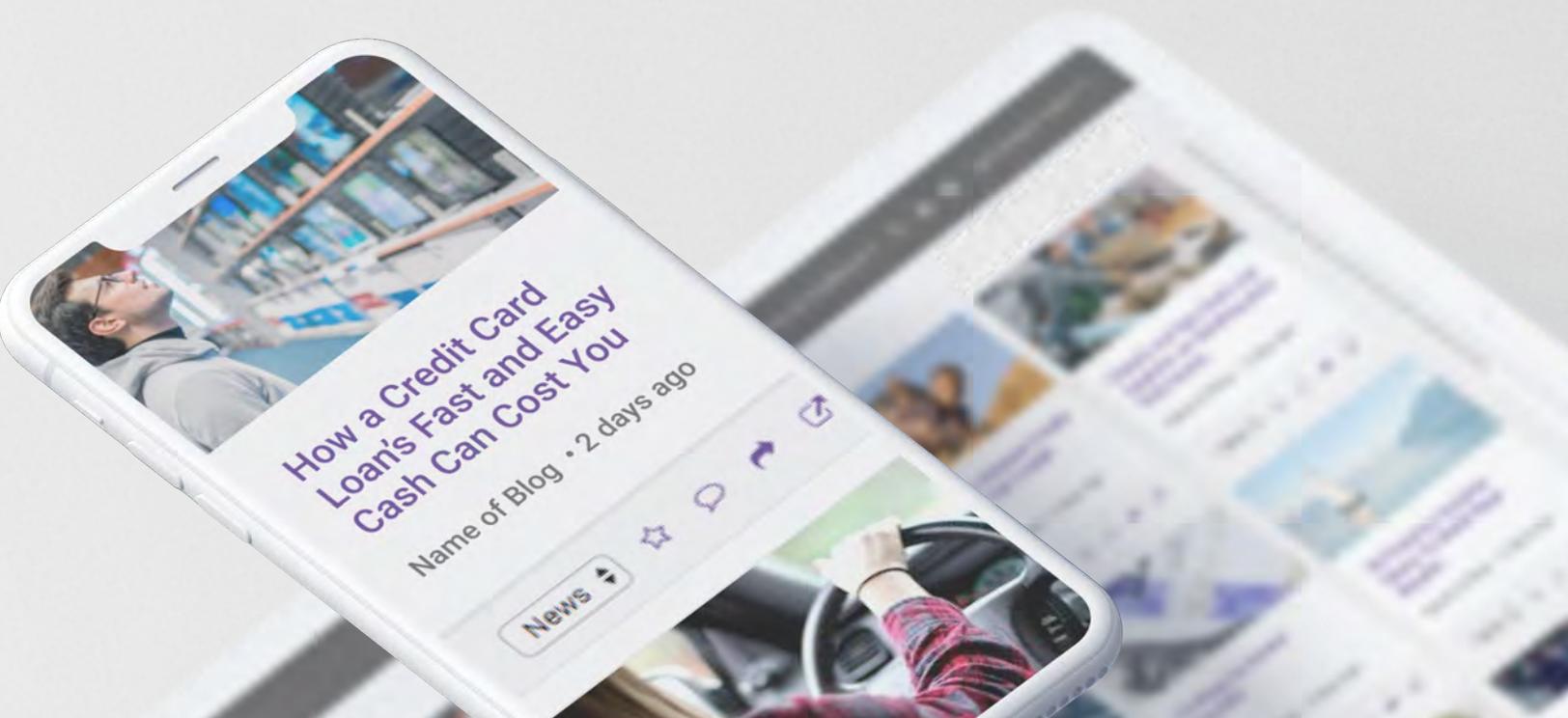
# CURATION IS NO LONGER “FILLER” - A NEW APPROACH TO IMPLEMENTATION IS NEEDED.

With the level of “noise” and opinions rapidly swirling in most industries, the ability for a brand to serve as a trusted and consistent resource of valuable insights has never been more important - but the benefit of such a service can only be realized if a brand can achieve:

- **Consistency** in how often articles are delivered, and in the quality of what is shared,
- **Activation** of company subject matter experts in both the recommendation and distribution of curated articles across their channels,
- **Alignment** with brand voice and other marketing and sales tactics, and
- **Attribution** of these curation efforts ultimately to revenue in order to aid strategic decision-making.

## The result?

**Positioning yourself as a trusted resource that consistently provides information and insights that forge a deeper and lasting relationship between the individual, the firm, and the client.**



**DA Curate solves the unique challenge of discovering, discussing, and distributing the most valuable curated articles to customers, clients, prospects, employees, and advocates – without disrupting the team’s workflow.**



### **SURFACE THE BEST CONTENT TO OPTIMIZE ENGAGEMENT**

Leverage DA Curate’s proprietary discovery engine to find relevant content from unique and credible sources, faster and all in one place.



### **STANDARDIZE YOUR COLLABORATION PROCESS**

Collaborate with others on your team, and your SMEs, to crowdsource curation efforts. DA Curate works with your workflow no matter how intricate or flexible your approval process.



### **STREAMLINE YOUR CONTENT PIPELINE**

Seamlessly integrate with the world’s most popular social media management, email marketing, website CMS, and digital signage platforms, creating opportunities to engage at every customer touchpoint.



### **SUPERCHARGE CONTENT VALUE**

Differentiate your curation efforts through (a) image customization and (b) the overlay of customized calls-to-action that can inspire both direct conversions and aid in the growth of custom remarketing audiences.