

[Alan Gross:](#)

Welcome to Why A Blended Marketing Content Marketing Strategy Can Help You Boost Engagement.

Hi, everybody. I'm Alan Gross. I'm President of GSM. We're a marketing group, seven people in Jacksonville, Florida. We work with clients nationally. Most of our clients are investment professionals. We do everything from branding to website design to content and collateral and development of campaigns. We are keenly interested in content every day. It's a conversation we have all the time, and we're happy to share thoughts with you today.

[Scott Rogerson:](#)

Excellent. Thanks, Alan. And this is Scott with UpContent. UpContent is a curation platform that works with results driven marketing and sales professionals in a couple of different ways: helping them earn trust deep in those relationships that I know Alan's going to be focusing on in a second, and I'm looking forward to hearing his thoughts; and obviously helping to generate leads. So we really focus on the how of the curation effort, but really on today's webinar, we're going to be talking about the why. And, Alan, would love to let you start and talk about the why from your perspective.

[Alan Gross:](#)

Thanks, Scott. You and I talk so often, and I know that we agree that content is the life blood of marketing, it's the fuel of every campaign that we do. We publish it the website. We promote it via email and our social channels. We know that how our audience's respond to it tells us a good deal about who they are and what they care. Now of course the better the content, the better information that we derive from it, and from the point of view of our clients and prospects, the information we share also tells them a lot about us: about what we think is important and how well attuned we are to their world. And when we think about it's not lead gen, it's relationship gen, what we're saying is content isn't part of a sales process. It's not part of a funnel. It's part of sharing information and influencing people but also making very clear that we understand what they're all about and we understand what their needs are. If we do that and we lead with our information and our ideas, then when we have solutions, we are seen as a go-to reference and a go-to source.

The question we post here today of course is should you blend your content with that of others. So you blend content of that with original content in your marketing outreach. We think there are some pretty ideas and reasons to do this, and if you agree, we're going to help you understand how to take some next steps. But first, I want to make a disclaimer. This is not an infomercial for either GSM for UpContent. Scott and I will tell you we're passionate about the work we do, but this is not a demo.

Our goal here is pretty simple. We want to help you make better decisions about how to fulfill your mission and help you have a good time doing it.

If you would like any information, more information about any of the topics we're talking about today, then of course please reach out to us. We're here to help.

Now when we talk about this, we think about content and we talk about content as fuel. And what we mean by that is it's everything to do with not just a good process in marketing but we need good information if we're going to share information that people care to read, care to watch, care to download that impress them and that will make a difference in their day. So it's about earning and maintaining relationships. To us, it's certainly about creating awareness about who we are. It helps us validate what our clients and our prospects and our partners care about, and certainly it's all about feeding an audience on some type of frequency that matters. And I think that when we talk about the entirety of this blended strategy of a topic, we really are thinking about what's rational in terms of what to share, how often to share, how to source it, and how to produce in a way that we can live with.

Scott.

[Scott Rogerson:](#)

Absolutely. I think the other really important point that you articulating through this process is that we're treating this action not as that marketing vehicle only, not as solely that sales vehicle, but really is part of the service, part of the value that we as brands, we as organizations are providing to that audience, particularly as you outline that in that last point. We know that trust in general is at an all time low right now, and customers are having a consistently harder and harder time trying to educate themselves and inform themselves and stay informed with how fast things are changing in whatever industry we may be focusing upon. So they're making the best decisions and they feel confident about those decisions. And no brand can do that with just one type of content.

[Alan Gross:](#)

When you think about not having just one type of content, we're also thinking about frequency. There's the idea of saying, "I have social posts. I have blog posts. I have videos. I have surveys. I have polls. I hate white papers. I have infographics." Lots of different ways of getting information across. It also reflects not just different style of performance, but it also reflects what we think matters in terms of getting information to the right people at the right time the right way, and the right way means the way they want it. And that's always a challenge.

Now, of course, we know this, Scott, and we'll move to this very interesting point because we live so much online, right?

[Scott Rogerson:](#)

And the interesting piece on this statistic, and there are a number of studies that pick different numbers. Some say 67, some say 76, it depends on who's doing that survey and what they're looking at, but this number tends to cut across B2B and B2C industries. And it focuses on what we were just talking

about that today's buyers, myself included, I'm sure everyone can think of that recent decision that they went through. You're doing a lot of that initial work yourself. You're trying to find that research, trying to find that objective, unbiased information. In a lot of cases, you're jumping around all over the place to find that, and often cases maybe even seeing some conflicting opinions.

So, again, driving back at the service aspect, those organizations that can be the resource, that go-to resource idea, not just to share their own perspective and be an infomercial but also showcase the perspective of other trusted sources in the industry. That helps them even bring some of that respect and that trust back to themselves, and this completing that process is only part of that puzzle. We know that customers who go through this process and do that research on their own and feel like they are making the decision versus being sold to, we've always heard that piece of it as well, are also fair more satisfied with that outcome, even if the service that's provided is exactly the same. And they're fair more likely to refer that service to others because they have a vested interest in that being the right decision, and they want confirmation from others that they did all this work and it was the right decision.

[Alan Gross:](#)

We say every day that due diligence starts online. When someone is referred to you, introduced to you, someone has had a great experience with your company, with your product, your service, most people don't just pick up the phone and call you. We know that that the first action they're likely to take is to look at your website first. They're going to begin to do their due diligence there, and of course that speaks to a number of other things.

But when we talk about websites, we think about four things that are critical: having given people a reason to come, a reason to stay, a reason to come back, and ideally from a marketers perspective, a reason to share. These are really difficult bars to hit. Let me tell you. There's an acid test to say it as simply as that, but it's not easy to hit. But when you think about what's a reason to stay, well content's a reason to stay. There are things to read here, there are things to watch here, there are things to do, it's informative. It's not just superficial.

I can't tell you how many sites we've seen that as we do this every day that are beautiful at first glance, but the longer you spend there, the less you realize that it's interesting, that there isn't much depth to them. On top of that, once I've done my due diligence on the first pass, have you given me any reason to come back? Well that always speaks to content and a dynamic sense of what's new. And that speaks to what so many of us try to face in terms of a challenge, which is producing new content, new blogs, new videos, new stories, new ideas, and that runs up against a pretty obvious reality.

We have limited time. We have limited budgets. Most of us have access to some people who can write or create content, but they're busy too. And we know this. And even if they're passionate about wanting to, boy, they can get it all

done one month, and the next month, sorry, I couldn't do any of it this time. Yet, you have a calendar that says I'm supposed to publish everything once a week, or I want to keep a frequency because everything we know about social posting and email posting and maintaining and growing a community says see it in a way that they recognize, they appreciate, and becomes part of that routine. It's also a part of how you establish the idea of this relationship, and we talk about relationship gen, that's all part of it.

So I think this is where the rubber hits the road, Scott, as far as what your choice is. If you have limited, and I presume all of our friends here on the phone are likely in the same boat we are. They don't have unlimited time, unlimited budgets, and they can do whatever they want because if you could, you might make the argument, "Well, I'm just going to do everything on an original basis." By the way, they'll see in a few moments there are still reasons to consider why you might still want to introduce some content from others. But in terms of a pragmatic approach to this, we certainly know that we have to make some choices. The question is what is the right way to look at that, what's the right way to even consider the options you've got.

[Scott Rogerson:](#)

I'd even add another line to this one on kind of where the knowledge rests inside of the organization. So even if me as the marketing team or me as the sales leader have carte blanche, which we all know never happens, but let's play a little philosophy game here. I still probably don't know everything that all of the other individuals on my team know, and we know Alan's great at talking about the strategic aspect, and the other individual on the team may be really great at the SEO technical side of things. I as the marketer crave getting that information and bringing that to me. But as you said, Alan, everybody has their own priorities, so even if had all the time in the world, it's very difficult for me to try to extract that information and create it and craft it consistently as original content pieces.

[Alan Gross:](#)

Exactly. And assuming that I have limited time and resources to publish even when I can assemble, it still leaves me holes. I have gaps. There are things I want to talk about I don't have authors for or I don't have experts for. We just don't have a good voice for it. There are some topics you should own. There are some things that you absolutely should talk about, and that matters, especially if it describes how you differentiate, how you serve, what you're about, why you've become a go-to resource and a partner to so many. Those are hugely important that you own those ideas. If you have a national footprint, you should do a national survey that describes, "This is our view of the world. Why? Because we have the capacity to do things and see things and share ideas other's can't." That originality is important.

There are some topics of course that are not germane to us. Many times we're talking about rules and regs. We're talking about ideas in the news. We're talking about economic trends and things that are broadly covered very well by

others. We may have an opinion about them, but we don't own the topic per se. And we could write about it too, but when we have such precious time to write one thing, is the right one thing to do when perhaps the answer is we spend the time we have and the resources we have on the original side, and we look to create content that speaks to this quality but is covered by others. Maybe that's a different way of describing how we think about curating or blending if you will this idea.

Now on this particular moment, we're looking at original versus licensed versus curated. Licensed was just another way of saying sometimes we know that it's rational to buy content and buy it in the form of newsletters or subscription based content that folks put out, and that's just one more component of it. The difference there is that information has been sourced by and selected by somebody else. And we don't have creativity in terms of what we think about it or how we present it. It's just simply an efficient channel. I didn't want to ignore it, but it's very different from making the decision whether to produce our own or create or share others, right?

[Scott Rogerson:](#)

Right. And this is something that we all spend a lot of time on I would think of defining where we want to put our eggs, and we want to make sure we're putting some in each of these baskets possibly, right? I think your national survey example was a great one to follow through of these three areas. If I have the capabilities to do a national survey, get unique data points that I can then talk about and describe and share with my audience and my tribe or people who are interested in that information, that should definitely be where I'm investing my resources. Alternatively, if my expertise lies somewhere else and there's another firm that's able to do that study, I can then license that data from them or those findings from them and craft my own original perspective around that, license that information, and then put your unique touch on that.

And then certainly on the curated side, if I'm talking about information as part of an exhibit and the fact that I'm picking these different articles and putting them together, one may be an article that somebody else wrote about that national survey, and I'm getting additional value by not taking it and trying to craft it as my own. And it's best for me to showcase my knowledge of their expertise, and showcase that I can drive traffic there and have that relationship between myself and that organization. And do that consistently and do that in a way that I can be that go-to resource for that information and others, that's a great use case for curation.

So each one of those aspects has an area where they're going to win, and so this doesn't need to be a zero sum game across these different content types.

[Alan Gross:](#)

Great thought because certainly we're talking about not just sourcing our own ideas but also leveraging available insights and then putting our own spin on it,

putting our own additional value with it, and I think that's often maybe the most important thing we can do.

I know you want to share this because it has great resonance here.

[Scott Rogerson:](#)

Yeah. I don't want to spend too much time on it, but I think it's great as we tee up and move from the kind of global wide to really focus in on the next few slides around the curation itself and how does it blend in and fit with your original efforts.

We all remember from when we were early in our careers or back in school thinking about the different types of media, and at that point and time, at least for me, it was owned, earned, and paid. There were just three. Now we're obviously looking at four, which makes everything exponentially more complex at this shared media side. And what's interesting is obviously our original content efforts fit into that red owned circle, and then we can leverage our original content in paid media through advertising. We can hopefully get it picked up, and then it bleeds into our earned media side. And certainly we share it on our own social channels. But everybody when we're sharing this, it's a social network, which means reciprocity.

And curated content is interesting because it fits within owned, earned, and shared content, and even in some cases you may want to pay to have a piece of content that is not yours but is coming from your brand showcased to your audience and bringing it into paid as well. And so really what we're trying to talk about here again is that we hear all the time this type of content versus that, videos versus infographics, original versus curated. It's not a one or the other in any of these cases, and we all need to step back and think about what's the best use case for this specific perspective. Is it unique enough for me that if I type that topic into Google, I'm not going to find 30 articles that sound pretty much the same as mine, and if I'm doing that, then maybe a curated method is best for me. But as you talked about, Alan, again going back to that national survey example, if that doesn't exist anywhere, I'd much rather over invest my efforts in creating that and leveraging it in paid and shared and earned channels. And then focus the remainder of that effort around the curation side so that I can still maintain that consistency and relevance to those who I want to be talking to.

[Alan Gross:](#)

Perfect. Thanks, Scott.

So when we're talking about why blend curated, I think it's important to remind everybody that today we really are focusing on why, not so much how. We'll show you a little bit about how, but this is only about the business argument, the marketing argument, the strategic conversation about does it fit; if it does, how; and then what's the right way to look at it from there.

This is all about screenshots about platforms and choices and success to set something up. This is really about what matters, and how to rationalize it in a way that we think you can describe it as very productive.

I want to take one quick moment here too. We keep referring to curation or curating content as possibly a new idea to some people. But I want to just step back to make this causal observation that we are all curators. We don't call it that, but we actually do it every single day. You read a great article, you watch an interesting video, or you think about a clever infographic you just saw, and you say, "Oh, I need to share that with my team," or, "I need to send that to my friend or an industry colleague." That's curating. It's not just sharing. You made a specific choice to decide not only what was of quality but what was relevant to somebody else. That's exactly what curation is all about. And we do it all the time. We don't think about it. It's a YouTube video, it's a band, it's a recipe, it's our latest home design upgrades. We're always picking things we think matter to other people, and we say, "You have to see this." That's curation, and if we're right, they appreciate that we actually were in tune with them, that we understood it, and that it was helpful to them. It had nothing to do with the fact that we didn't produce it. I think that's something on a personal level that we all recognize.

[Scott Rogerson](#):

Yeah. Absolutely. I think that goes back to this truly is a service, right? It's not a marketing ploy or some sort of greasy sales tactic. The same way that you're talking about what you read, what you saw, what you want to discuss with a friend or colleague, that's curation, and that's what's continuing to build and form that relationship. Funnily enough in those areas where maybe you don't have the original idea from scratch or you weren't there to get the first scoop on that news story, but by reading that information and maybe reading a few perspectives on that information, you were able to form your own opinion. And by sharing that information with others, they're not only learning about what you're reading, which is kind of the level one expectation of curation, but they're learning about how you think even though you're not necessarily writing all of that out yourself.

And if we go to the next slide as well, you'll see what that turns out to be in numbers. And so hear a lot, and, Alan, I don't know if you've heard this as well throughout our conversations. We've had some great dialogue about this perspective of in many cases the initial reaction is I curate because I don't have time or budget to create. And if there's only one thing that the group can take away from this that I think would lead us to want to have this conversation and this webinar is that as Alan showed earlier, there are many reasons why curation works even if you had all the time and budget in the world to just create.

And this is a great study that was done by an organization called Convince and Convert, again curating from someone else's study that we didn't have the

ability to do ourselves. Although I would've loved to, but, again, why do it because it already exists. And you're probably going to believe it more because UpContent, a curation tool, didn't create a survey that showed why curation's valuable.

What they've done here is broken out a number of companies, I think a few thousands companies, into three main buckets in terms of how they're interacting with their audience. Those who curate, 75% are more of the content that they share. So they're sharing articles from third parties almost always. Those at the bottom who are self promoters, kind of the traditional thought that I need to do content marketing and therefore I need to create as much original content as possible, and then we have that balanced group that is curating 50-75%.

So even if I'm curating 65-70% of the content I share, they still are putting me in that balanced bucket. And when you look at the bars here, what you're seeing in the purple is the number of clicks on average that these posts are receiving. Social posts, email, articles, or posts on the website, and then the conversions that come off those posts. And really the summation here is, just like you were talking about, Alan, when we first introduce ourselves to people, we try to find that common ground. And usually finding that common ground isn't immediately sharing our perspective on something. It's trying to understand what they're reading, what I'm reading, what do we have in common, and that's where you see a lot of the greater engagement in terms of clicks happening on the curated content. Certainly a little bit less on the balanced, you'll see how it almost blends to be a nice average between the self promoters and the curators from that balanced bar.

But then what really is shocking is the conversion bar, that blue bar. That even though I'm curating 50-75% of the time, my conversions on average are more than doubling what I was getting when I promote myself. And, again, when we boil down those numbers, what's the logic, why is that happening. It's because people are more likely to engage. You're bringing in a broader audience. You're not pushing the, "Here's my original thoughts on things," which tend to be thought of as being salesy, and you're making it in a way where they are seeing you as a resource to continue to come back to. It's going to help them make their best decision, not just forcing them to make the decision that you want them to make.

[Alan Gross](#):

This is such an eye opener of a slide, and I know the first time we talked about this it was an important observation. Like the light bulb moment for us when we talked about this because I think a lot of folks probably have this idea that yes, it sounds interesting; yes, there are some great pieces out there on media sites that I respect and I visit every day; but when I send that to my client or my prospect, an email or a social post or put on my website that took them to somebody else's website that took them away, doesn't that degrade from their



understanding or impression or perspective of me. And I think that what this says of course is no, quite the opposite. It's not intuitive if you thought, "Well, I'm diluting my voice. I'm diluting my brand by doing this," this is exactly the opposite. It says actually you're creating confidence, you're creating comfort in that you think and act and perform in a peer group of industry voices that folks who may not know you yet already respect that actually elevates your brand and your stature in their mind. And I think that that is a comfortable way of looking at how does it support this kind of a strategy.

So it's one thing to say, "Hey, wait. I can only produce two things a month. I need eight. I need to fill in the gaps, and content from others is the way to do it." But I still have to get over this idea is it okay to do it that way. This says it is. In fact, not only is it okay, it's actually desirable. Now everybody on this call understands your mileage may vary. Your brand is different, your story is different, your industry maybe different, your situation may vary somewhat. And this is of course a survey of averages from a national population. But on balance, it tells us if you do it well and if you are thoughtful about what you're curating and how you're curating and you're putting it out in a way that others appreciate it, there's a pretty good potential that it will accrue value to you. It'll be an asset to your presentation. I think that's the important take away here.

[Scott Rogerson:](#)

Yeah. I think that's a great point. I think one of the other things we just got a good question about from Ian was how are they defining conversion, right? And that kind of goes to your point, Alan, that's what we've seen from our customers as well. Depending on what your conversion ask is, those numbers will vary. If I'm asking you to sign up for a consultation or buy a subscription to my product or service after reading a third party article, that's still a pretty big ask. So you need a little bit more coaxing and some more strategy there to overlay to understand what does that journey look like for someone who's evaluating a problem and then a solution that you might be able to provide. These conversions do vary from sign up for my newsletter, download a white paper or webinar, and in some cases, coming in for a demo or signing up for a sales conversation. So that's something that is very important to consider, but I think, as you mentioned, the overall magnitudes of the logic will prevail, although the numbers may vary.

[Alan Gross:](#)

Right. So this leads us what does an affective curation strategy actually look like? Well, it's going to depend a lot on what your need is and what kind of content you're looking for and how often and from what sources. But we know that these can be done a number of different ways. You can do it manually. You can do Google searches and Google alerts, and you can go finding, hunting for these things. It's difficult because frankly it's just voluminous in terms of what's available, and it takes a lot of time to find them. And not just to find good content but from sources that you would actually respect and want to use and filter out the rest. And once you have it, then of course there's a process of

creating a post and putting them out and creating the graphic design assets and so on to make them appear like they belong as part of your outreach.

Now you can do that that way or you can take a platform approach. But certainly doing this is intended to create a kind of showcase of what you're interested in, what you're all about. Scott, I'll ask you to speak to the others on this piece as well because I think they're really interesting.

[Scott Rogerson](#):

Yeah, I think as you mentioned showcasing that expertise doesn't just mean that you're writing it yourself. Having the understanding and awareness of what's going on in an industry, showing the problem, helping customers or prospects identify that problem, and showing that awareness of what others are doing. Even if those other pieces maybe mentioning a competitive firm, let's not pretend that they don't also have that Google machine. And if you aren't providing them that insight and that information, they're going to have to go and find it somewhere else. We want to make sure that no, we're not going to be promoting our competitors, but we're not going to be biasing all articles either. If we do that, we lose that trust factor.

And I think that leads into this next piece here of really connecting those dots. We want to make sure that when we are curating, the articles that we're providing in and of themselves because we picked this set of five articles around brand awareness or audience building or creating a retirement plan, that helps that prospect learn more about us without us having to say a thing. Certainly we can add insights and perspective on top of those curated articles, but we want to make sure that just like an exhibit in a museum, I can stand in front of that and get a perspective about what's happening in a period, what's happening with a specific artist without necessarily having to stand up closer and read those four paragraphs that are on the wall as well. And certainly making it part of that flywheel.

So there's that talk about a transition from it's no longer a sales funnel, it's about a flywheel, and this isn't necessarily anything new as well that many of the people on this call don't know. We need to make sure that not only our prospects are being nurtured to the point of sale and becoming a customer and part of our community, but also once they are part of the community, once they are a customer, we are continuing to be a resource for them, continuing to provide that service, and so we want curation to be a part of that entire process. We see it being extremely successful again for those customers who don't yet know us and are wanting to learn a bit more about us. And then certainly those who are current customers, but as you mentioned, Alan, need a reason to keep coming back to our website. And they already know who you are, and they know what your value is, and they know how great you are. That's not a reason to keep coming back to your site. The good reason is to learn more from your perspective, get your insights now from someone whom they trust, and then be able to share those insights with others.

And then the final point I think is something that is one of the only pieces that touches on the how, and it's to make sure that it's an active and intentional effort. It's not going and finding the RSS feed from another site or a publisher, downloading a widget, and pasting that RSS feed so that every article that that organization publishes now shows up as a link on your website. Not really providing a lot of value then to those website visitors because they could easily go and get that exact same set of information from that publisher.

So we want to make sure that we are curating. Think of it like a museum exhibitor and making sure that we are being selective and getting those whom have that insight in our organization to be engaged in that process as well so it's not just resting on the shoulders of one or two of us or 10 of us inside of a marketing or sales function.

[Alan Gross](#):

All right. Hey, quick note. We advertise this was a 30 minute chat, we're going a couple minutes long. I want to thank all of you for joining us. We are going to spend probably another three-, four-, five minutes here. If you got to drop, thank you so much for taking the time with us. If you can hang on for the last few minutes, we're happy just to complete this. As we said at the top of this, if you have questions or ideas you'd like to share or just get some feedback on your own situation, don't hesitate to reach out. We're absolutely happy to be helpful.

What you see here on screen of course are just a few quick examples of what we're doing with curated content. We want it for the website. We expect it to be part of our email outreach, and we of course assume that it could be useful as social posts. While this is not an infomercial, I'm going to do a shout out for UpContent because everything you see here is easily produced by creating a really sophisticated and a really nice tailored query that says this is what we want, this is what topics we're interested in from sources we care about and excluding those that we don't. And once we select from the results of that, the articles we like immediately show up on our website. They immediately feed our email campaigns, and they're easy to schedule into social with so little effort. From a marketing team's perspective, this is a really beautiful and very, very intelligent process.

For those of you who are responsible for making those kinds of decisions on how to feed your campaigns and feed your kinds of programs, it's certainly a really interesting way to look at this. I appreciate that we have at least a moment here. We didn't want to bombard you with slides and captures and screens, but it was important to kind of connect the dots back here to where does it all go and how do people experience it from us. But the idea of creating a process that isn't manual like Google alerts but moves to something more evolved is really at your fingertips, and that's the beautiful part of this.

[Scott Rogerson:](#) Excellent. And certainly something that we'd be happy to discuss mutually talking about the strategy aspect and how that can fit into a strategy that organizations or particularly GSM can help create, and then talking about the how, I think I can speak for Alan as well, we would both be excited to have those conversations and talk about your specific organizations should there be interest.

But I think here we really wanted to talk about something that I mentioned last, very quickly to wrap it up, and one of the things that we often see our customers falling into is that they have to be the one curating. They have to be the one who's pushing these buttons and finding these articles when there's many people around them who have very amazing insights and have their own personal brands possibly or aspirations to build their own personal brands. And how much we would love to be able to connect the pipe to their brains and suck out their expertise and really understand what they're reading and what they want to share to their customers and what they think is good out there and what's not so good.

So when we think about employing a curation strategy, it's important for us to think beyond the marketing and sales groups as well. Who are those subject matter experts? I guarantee you they're reading something on a daily basis that is related to their organization or to their job function. So how can we find a way to make it very easy for them to provide that insight back to us as a marketing team so that we can not only showcase the perspective of the marketing group of the organization but really the entire organization, and then have it be a two way street and have the articles that are curating as a team get back into the hands of our employees so that they can build their own personal brands and can show what their organization is working on and help to build their own career and use it almost as a mentor/mentee program as well, to really lift everyone inside of the company. Curation doesn't just have to stop with the idea of finding and sharing things externally.

[Alan Gross:](#) One last thought on curation as a team sport, Scott, is that, as I said a little bit ago, all of us do it every day. We're already finding things that we like and sending them to our colleagues and friends.

[Scott Rogerson:](#) That's right.

[Alan Gross:](#) One thing that I love about UpContent is that everybody on the team can actually make those suggestions in one place, and if they meet the needs of the campaign, we can include them and they become part of the website, part of the email, and part of the social posts in one place. Instead of trying to herd cats and trying to ask everybody individually what's interesting and what are you finding. Curating also has to be sane, and I think that's my final point here is that I hope that all of our friends on the line today think about how to establish a good blend, frankly, between original and curated content because with this

approach, if you execute it well, the path has the potential to produce the quality you want, the variety of content that you need, and importantly, make it happen on a realistic budget.

[Scott Rogerson:](#)

Yup. Absolutely. So I think with those who were still able to stick around, we're happy to answer some questions. We had a few great ones throughout the process. A couple in particular that we mentioned. Ian had a great question around what are the definitions of conversion. We had a great question also around what a flywheel is versus a funnel, and in the questions section, you'll find a link there as far as how I've learned about it. That was something that HubSpot had launched I think about 12 months ago really with the focus being we should no longer just think about investing our resources until we get someone to pull out their wallet, but how do we continue to build that relationship with them post-sale as well. And they talk about it from a flywheel perspective, and there's a link there on that as well.

We also had some administrative questions. Yes, we will be sending out recording as soon as we can get that put together. So you'll have this available to you. Certainly for those who weren't able to attend or came on late, feel free to make that available to others as well. And also, copies of the slides as well. So we'll try to find a way to get that to you beyond the recording. I'm glad that there was value in that information.

If there are any other questions, Alan, if your time allows, love to stick around for a few minutes just to see if anything else falls in. Otherwise, our information is available on the slide decks as well, and would love to talk with you independently or jointly and bring all of our minds together and determine how curation and that blend more importantly between curation and original content can help to progress the strategies that you have employed.

[Alan Gross:](#)

Scott, this has been great fun. Thanks for doing it with us.

[Scott Rogerson:](#)

Really enjoyed it, Alan. Thanks to you and thanks to the team for all of the work that they did in putting it together. I know Dianna's in the background somewhere pulling the puppet strings. So shout out to her in appreciation for all of her efforts. And thanks to everybody who made some time on this Thursday to attend. Really enjoyed the discussion and excited to hear future conversations that stem from it.

[Alan Gross:](#)

Thanks, everybody.

[Scott Rogerson:](#)

Take care.

[Alan Gross:](#)

See you next time.

[Scott Rogerson:](#)

Bye.

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