

The Trust Bridge's Chronicle

The Trust Bridge offers a fully tailored news feed, bringing the most up to date information and comment around topics that interest you and your colleagues, that affect your organisation and sector.

Features:

- TTB's Chronicle's unique combination of AI engine and collaborative workflow help you sort key information from the general noise.
- Collaborate with other team members to ensure all key areas are covered.
- Discover content from previously unavailable sources and commentators
- Take advantage of topic based "feeds" of relevant articles, videos and conversations
- Source content from RSS, Twitter, Google alerts, enterprise systems, newsletters and other published sources.
- Filters can be configured including keywords, Boolean, for tight topical control. Offers full text search, tags for categorization and search.
- Curate content to ensure your own tailored newsletters and information feeds in one place.
- Edit by adding **summaries**, annotations, comments & votes.
- Create news boards to discuss and enrich content collaboratively
- Create internal newsletters for all employees
- Publish on your own social media feeds, or for internal newsboard

Benefits:

- Grow knowledge and expertise amongst your team
- With increased knowledge, build authority
- Be ahead of the competition and achieve your goals
- Leverage custom integrations with enterprise CMS, learning management systems (including Salesforce)
- Team collaboration increases productivity, competitiveness, and quality of knowledge

Here are a few benefits of collaborating with your team:

- **Timely and Efficient information sharing**
No more scrambling through the information that is up to date and fumbling upon recent trends or relevant industry changes. With TTB's Chronicle both you and your team can curate content together. With TTB's Chronicle you can collectively leverage the content that is specifically aligned with the industry trends. You can also organize that content under topics that fit in the context of your team's learning needs without wasting time.
- **Organized**
When it comes to research or collaboratively sharing knowledge, collecting information is half the battle. Tracking industry insights and organizing them according to relevant topics requires extra efforts. Content curation through TTB's Chronicle eliminates the needs for your team to constantly search through various mediums to find relevant content. You can share your feed or

board with the team, so that next time they are looking for any information they know where to find it. You can add comments on articles pinned to boards to draw the attention of specific team members.

- **Broad Perspective**

With collaborative content curation, different people on the team can offer different perspectives giving your feed a varied representation. TTB's Chronicle makes it easy to share your curation with the team as well as effectively build a collective knowledge base that is both permanently updated and shared. This helps build a sense of community, enables better communication and flow of ideas.

- **Continuous knowledge flow**

Content curation is not a one-time job; it is a continuous flow of information. Feeds will keep on getting updated with recent content on the top, relevant to the saved topic. Your team can not only plan according to their agendas but also go through the relevant information throughout the week. In addition to making curation easier for your team, it will help your team establish a continuous flow of information that caters to their work schedule.

Whether you are a curator, researcher, reader, editor or a validator, TTB's Chronicle helps you to make curation, organizing and publishing process much simpler. By adding your team to the process, it will offer you a broader perspective. TTB's Chronicle is the best content curation tool that provides wider options to give an edge to the content you are using for the growth of your team.

Content curation is an art of searching, filtering and organizing the most relevant, high quality, exceptional content on a specific topic. The description itself states the time-consuming efforts required for this job.

With TTB's Chronicle and the right keywords, this will only take a few minutes. A team can become a knowledge powerhouse with the right content curation tool. With teams involved collaborative content curation can prove to be a good addition to the knowledge resources.

TTB's Chronicle allows conversations between teammates around the content – including with annotations.

Marketers continuously face the challenge to create engaging content to thrive in their competitive market. In order to achieve their business objectives and to supplement the eroded effectiveness of advertising, they leverage content to reach out to their customers. But creating content isn't sufficient to meet the business needs. To maintain a steady content pipeline businesses need to leverage the benefits of content curation.

Content curation and publishing help to become a trusted source of valuable information. It is the process of extracting the best content available and publishing it along with some valuable feedback of your own. The process of curating, organizing and sharing content has become an integral part of every

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organization. TTB's Chronicle plays an important role in efficiently curating the most relevant content based on your keywords. For any team to work together and curate together, TTB's Chronicle proves to be the best platform available.

Benefits of Content Curation –

Saves Time

Content creation is a time-consuming process that needs rigorous research sometimes. One of the biggest benefits of content curation is maintaining a steady stream of quality content. It will help you keep your overall business strategy in line with every communication you have with your customer. All you need to do is find a perfect platform that saves your time by empowering you to refine relevant content and publish it on various platforms without much effort.

Adds credibility

Association with reliable content sources and influencers helps you add credibility to your piece of content. A well-researched article will help you gain more interaction with your target audience. Influencers have their own community that follows them and by referring those influencers you are directing those followers towards your piece of content. This kind of credibility will strengthen your brand name and help you create a distinct identity in the industry.

Separates signal from noise

Content curation not only helps to distinguish valuable information from a world of overflowing content but makes it more relevant to the subject you are searching for. TTB's Chronicle gives you the ability to search relevant data, process it, organize it, extract value and publish it, which is one of the most important requirements of the business.

Industry predictions

Content curation is most often used to detect patterns and trends ahead of time. Market researchers continuously sift through potential content pieces to draft interesting research papers and get valuable insights. Content curation gives a higher resolution lens to see through the clutter and zoom in the relevant content. But you need a little more to detect patterns and trends – you need to see what is trending among the audience, what they are looking for and you can look for subtle changes that are emerging in the market.

Creates knowledge

Content curation is the process of creating explicit knowledge by researching and understanding a specific topic. It gives you a database of every content encountered in the searched context. The goal is to transform this information into knowledge and uncover the research you were looking for. With TTB's Chronicle you can share this knowledge with others.

Builds collective intelligence

Content curation is both an independent and collective activity. If you are a solo curator or a team looking for information, content curation platform like TTB's Chronicle will transform your content research by vetting, filtering and organizing the information. While doing this activity collaboratively as a team, you are not just limited to finding the ultimate resource tool but discover multiple paths and

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perspectives. This growth of collective intelligence benefits both the business and individuals who are better equipped to work together efficiently, as they share knowledge, vocabulary, etc.

Extends your social reach

TTB's Chronicle gives you a platform on which you can curate content and publish it according to your own convenience. Industry related content will give your social media channels an exponential growth boost.

All you need to know –

Consistent strategy

Content creation and publishing should be a consistent effort. When you curate content, make sure that the topic you are searching for or the keyword that you enter is relevant to your requirements. TTB's Chronicle can help you identify these keywords thanks to the functionality of related topics. You can begin by creating a list of keywords that are important for your business and would get you the required information.

Personalize while sharing

Content curation doesn't mean that you can't add personal opinion to the curated content. If you add a personal comment or opinion about the article when you share it, it will give a personal touch and will be of more value to your readers. Don't forget to give credit to the original article once you publish it on another platform. Tagging or mentioning them will direct their social reach to your channel while demonstrating your industry expertise.

Employee advocacy

Employee advocacy programs require a free flow of content. Providing fresh content is challenging due to lack of time and resources. Advocates are eager to share the content provided since it portrays them as a thought leader among their followers.

Collaboration in content curation, organizing and publishing through TTB's Chronicle will help you provide a steady stream of content to your advocates. It will also boost their engagement with your business. Curated content can be industry news, thought leadership articles or competitive analysis.

Content curation and publishing can be done through different methods but TTB's Chronicle gives you a platform where you can do it all at one place. A structured content strategy will be well supported by this platform and provide content amplification. Finally, with the right tool and the right strategy, you will never go wrong!

Benefits of Content Curation for Marketing

Marketers live in a content-driven landscape where they are responsible to create a huge amount of content without reducing the quality. Content takes the front seat whether to generate leads, increase traffic or establish thought leadership. It is difficult to avoid repetition and simultaneously provide depth to the content. That's where content curation plays an important role.

Content curation allows brands to strengthen their marketing strategy. By curating content from a relevant source, you can offer answers to some of the important questions.



What is Content Curation?

WHAT

Why is Curation important?

WHY

How Content Curation works?

HOW

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Curation allows you to upscale your thought leadership beyond your original ideas. With a proper understanding of your audience, you can curate content offering a broader perspective on a topic, hence becoming a hub of information and accelerating your growth.



Valérie Pegon
VP, Product & Experience



What is Content Curation?

Content Curation helps find the most relevant content, organize and interpret high-quality content. Whether on a specific topic or in general you can target a specific marketplace. It adds value, perspective, insight, as well as guidance to a marketing strategy. Giving you a chance to laser focus on the audience.

“Curation allows you to upscale your thought leadership beyond your original ideas. With a proper understanding of your audience, you can curate content offering a broader view on a topic, hence becoming a hub of information and accelerating your growth” – Valérie Pegon VP, Product & Experience.

Objective of Content Curation –

Content Curation helps you to excel in some of the best practices used by competitive businesses that are equally important to support the marketing function.

Marketing

Content Curation helps to inform, educate and influence prospective customers by strengthening not only the brand name but also establish you as an industry thought leader.

Knowledge Management

Educate an audience about strategic topics and trends – whether for internal teams or for a client.

Publishing

The publishing sector is a tough one where new sources of information are required to keep you updated. With the latest news that stands out amongst a sea of average content, you can keep yourself updated.

Competitive Intelligence

To promote brand awareness, staying ahead in a competitive environment is essential. Content curation helps you to update the product and marketing teams on competition and industry whereabouts. It can give your efforts an edge over the others.

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Why is Content Curation Important?

Perspective – Content curation adds a different viewpoint to your content giving it more credibility. This plays an important part in content-driven platforms where the customers give you attention only if they consider you as a reliable source.

SEO Strategy – Curated content turns into additional pages that are indexed by the search engines. It gives outbound links to the content and gives credibility to your content on the website. Search Engine crawlers consider this as an important point when considering the position in search results.

Lead Generation & Nurturing – High-quality content drives a high amount of traffic to your website and increases the chances of getting the right leads for your business. But to stay ahead in the competition customer satisfaction is equally important. You can curate content for newsletters or for email marketing which makes nurturing straightforward and keeps your efforts consistent.

Expands Horizon – You have to fall back on a lot of resources to produce quality content. Curation will help to fill that gap where a depth of information or specific expertise is required.

Thought Leadership – By curating the best content in the category you provide valuable information to your target audience which will help you generate more leads. This can prove to be the biggest benefit of curation which can help you cleanse content from the noise. Besides, it makes you the most trusted source of information for your audience. With correct content curation benefits, you can stand out even in the crowded markets.

Grow Your Audience – Marketing strategy requires a responsive audience. It is important to engage the followers through content that starts conversations and discussions with the brand.

How Content Curation Works?

Content curation is a great way to start conversations among your audience. This makes it the most critical activity in your strategy as it has the potential to grow your brand value based on the content you don't need to create yourself. Here an efficient content curation tool plays an important role. For instance, you don't have enough time to build several articles simultaneously, you can curate and share relevant content which will save your time and fill in the gap otherwise created by time crunch.

More and more businesses are adopting content to create, nurture and grow their customer base. It is becoming difficult for marketers to maintain the frequency and quality of the content required to compete in the market. Content Curation with TTB's Chronicle makes the process much simpler and gives a broader viewpoint. TTB's Chronicle is the best content curation tool that provides wider options to give an edge to the content you are using for the growth of your business.

You can curate content from a wide variety of sources like online publications, blogs, journals, news, as well as social media which can be organized and grouped based on the relevant category. TTB's Chronicle saves time by automatically curating relevant content from top influencers. In fact, feeds can be created based on relevant content and can be personalized according to the requirements.

The most effective marketing strategy is not only about a product but involves a larger ecosystem. Moreover, the customers are hyper-connected via multiple platforms with a torrent of information. In

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In addition to acting as a vast portal of inexhaustible information, TTB's Chronicle helps you stay ahead by helping you grow.

Content curation is best done in teams – and TTB's Chronicle now has a new way to empower teams to collaborate on content with feeds.

Leverage the collective intelligence

Talking with our customers, we found that collaboration, and in particular leveraging a team's or organization's collective intelligence, is great for several reasons (that can happen simultaneously):

- Inform **decision making** with more diverse points of views. We actually have a [great case study](#) on this.
- Inspire **innovation**: here again, diversity is key to reach [innovative ideas](#) and does not happen with new information.
- Develop **knowledge** and empower members to [share expertise and information](#).
- Collect diverse and relevant content for content **marketing** purpose, in particular to [improve SEO](#), engage with customers using [newsletters](#) or [social media](#).

In all cases, having more eyes on the news is a good way to ensure competitive advantage.