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## Quick Tips for Choosing a Content Marketing Platform that Works for You

By [Rebecca McIntyre](#) on November 5, 2014

It's no secret that content marketing has emerged as a go-to tactic for marketers today. It's an effective way to build meaningful, long-term relationships across digital channels. While one could argue that great content marketing is the result of good people and even better processes, an equally important factor is investing in the right technology. As part of the research and planning process, choosing the best content marketing platform is critical to creating simple content marketing.



### Here are some important considerations:

**Content discovery:** The right platform should allow you to find meaningful content from different sources and give you the ability to control/refine searches.

**Curation:** You should be able to easily evaluate, read, and watch all within the platform, as well as easily select, reject, and package content for each channel.

**Distribution:** The platform must support distribution across multiple channel types (newsletters, social, WordPress, etc.) and make it easy to package content for each.

**Analytics:** The right platform should allow you to evaluate the performance of all content and channels.

Investing in the right content marketing platform is critical to achieving effective results.

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### Other key considerations:

**Is the platform easy to use?** Remember, you want a solution that supports and simplifies the process of content marketing—it shouldn't be taxing.

**Does the platform integrate with other tools (e.g., your newsletter platform)?** No marketing initiative is an island, and content, in particular, needs to easily integrate in your operational workflow.

**Can the platform scale with your needs?** In the spirit of keeping it simple, you may start with just a couple of topics for your business. Over time, the number of topics you want to address can grow, and the platform should be able to support that. That might even include supporting content discovery in other languages, if that's relevant to your business.

**The lesson:** Take a step back, and carefully consider your options—the right tool can simplify your life and help your efforts be more effective. The best platform will help engage and acquire customers, streamline operations, and eliminate the need for additional content marketing resources.

*This is an excerpt from Opentopic's white paper, [What is Content Marketing?](#) (For the Efficient Content Marketer). [Download the full document today.](#)*

*Opentopic makes it surprisingly simple for marketers to engage and acquire customers with a steady stream of meaningful content. Ready to get started? Our team is ready to help. [Contact us](#) to find out what Opentopic can do for you, or [request a demo.](#)*

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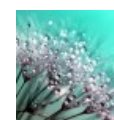
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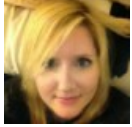
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Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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