

 **Rebecca McIntyre** @rebeccarmc · Dec 7

How have marketers from all industries & walks of life become involved in the dynamic content space? [bitly.com/1AIO1Og](https://bitly.com/1AIO1Og) @opentopic

 **Rebecca McIntyre** @rebeccarmc · Dec 7

To become a thought leader in your industry..brush up on all the latest updates. This Week in Content: [bit.ly/1AtWwGU](https://bit.ly/1AtWwGU) @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Dec 7

You can't separate content creation, social media, & SEO—they are all deeply intertwined. @adlavamarketing [bitly.com/1AIO1Og](https://bitly.com/1AIO1Og) @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Dec 7

"I knew I was doing content marketing, but was I doing it well?" @bberg1010 of @ezangainc: [bitly.com/1AIO1Og](https://bitly.com/1AIO1Og) #OriginStories @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Dec 5

RT: You can't separate [#content](#) [#creation](#), [#socialmedia](#), & [#SEO](#)—they're deeply intertwined [goo.gl/jGW0k5](http://goo.gl/jGW0k5) @Opentopic @L\_Rouwenhorst

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 **Rebecca McIntyre** @rebeccarmc · Dec 5

Think it's a new trend? Think again-3 Lessons in [#contentmarketing](#) From the Past [goo.gl/4qoTtp](http://goo.gl/4qoTtp) @sejournal @BrianHonigman @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Dec 5


[.@opentopic's](#) [#ContentMarketing](#) Quote of the Week by [@ChadPollitt](#) of [@Relevance](#) via [@HuffingtonPost](#) [@janetgranger](#)

## QUOTE OF THE WEEK

"Publishing content to a nonexistent audience using a written plan is still publishing content to a nonexistent audience."

- CHAD POLLITT, VP of Audience at Relevance.com



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**Rebecca McIntyre** @rebeccarmc · Dec 4

3 pros discuss how they got started in #ContentMarketing (Hint: there's a common theme): [buff.ly/1yVz06w](https://buff.ly/1yVz06w) via @opentopic @Bigstock

← ↻ ★ 2 ⋮



Rebecca McIntyre retweeted



**RE/MAX of New Jersey** @REMAX\_of\_NJ · Dec 4

#Realtors: Improve your personal brand | @alliedecastro @opentopic

← ↻ 1 ★ 2 ⋮



**Rebecca McIntyre** @rebeccarmc · Dec 3

Check out @opentopic's CEO @ChristianHJorg in "Content Is a Kingmaker..." [entm.ag/1AbzOU0](http://entm.ag/1AbzOU0) - @EntMagazine @North6thAgency

← ↻ 2 ★ 3 ⋮

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**Rebecca McIntyre** @rebeccarmc · Dec 3

.@SimplyMeasured reports brands send a whopping 500 million tweets daily. Check out @Opentopic's latest blog post: [goo.gl/i75k1c](https://goo.gl/i75k1c)

← ↻ ★ 1 ⋮



**Rebecca McIntyre** @rebeccarmc · Dec 3

Best practices for using content curation to build rapport w/ your industry's VIPs: [bit.ly/1pTyqEy](https://bit.ly/1pTyqEy) @UrbanMuseWriter @opentopic

← ↻ ★ 1 ⋮



**Rebecca McIntyre** @rebeccarmc · Dec 2

Content is Kingmaker: @ChristianHJorg, @Opentopic CEO, talks to @entrepreneur about the struggles of finding content: [entm.ag/1AbzOU0](http://entm.ag/1AbzOU0)

← ↻ ★ 1 ⋮

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**Rebecca McIntyre** @rebeccarmc · Dec 1

It's time to move to a blended approach, allowing mutual benefits across e-comm/web content mgmt. @Opentopic#CoreMedia [ow.ly/Fblhn](http://ow.ly/Fblhn)



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**Rebecca McIntyre** @rebeccarmc · Nov 30

"As a former journalist, moving into content marketing was a natural evolution." - @Cparizo [bit.ly/1y1ex16](http://bit.ly/1y1ex16) #OriginStories @opentopic



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 Rebecca McIntyre retweeted

 **Opentopic** @opentopic · Nov 26



"I hadn't really considered content marketing until my third year at university." - @bringdigitalUK: [bit.ly/1y1ex16](https://bit.ly/1y1ex16) #OriginStories

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 Rebecca McIntyre retweeted

 **Opentopic** @opentopic · Nov 27

"Nobody cares about your products and services (except you). Yes, you read that right." - @DMScott: [bit.ly/1v4klDp](https://bit.ly/1v4klDp)

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 **Rebecca McIntyre** @rebeccarmc · Nov 28 

Why Content Marketing Now? This special #TBT article is a reminder of why it's essential: [bit.ly/1rSSJkW](https://bit.ly/1rSSJkW) via @opentopic

   2 

 **Rebecca McIntyre** @rebeccarmc · Nov 28 

"Not only does effective content marketing have staying power, it has Authority Power" @karlkreator via @opentopic: [bit.ly/1y1ex16](https://bit.ly/1y1ex16)

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 **Rebecca McIntyre** @rebeccarmc · Nov 28 

.@opentopic's latest post: Why the new customer engagement dynamic means media agencies should be content-centric: [bit.ly/1vtsRMF](https://bit.ly/1vtsRMF)

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 Rebecca McIntyre retweeted

 **David Meerman Scott** @dmscott · Nov 24

The @opentopic Content Marketing Spotlight Series interview this week with me [opentopic.com/blog/content-c...](https://opentopic.com/blog/content-c...)

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Rebecca McIntyre retweeted

 **Cheval John** @chevd80 · Nov 24


@janetgranger @opentopic Wow. That is really a cool platform to curate content. #contentchat


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[View conversation](#)

 **Rebecca McIntyre** @rebeccarmc · Nov 25

Today, @opentopic is excited to announce our partnership with award-winning Swedish communications agency @3KronorC: [bit.ly/1ybSQdt](http://bit.ly/1ybSQdt)

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 **Rebecca McIntyre** @rebeccarmc · Nov 24

Check out @opentopic's latest Content Marketing Spotlight Series interview this week with @dmScott: [opentopic.com/blog/content-c...](http://opentopic.com/blog/content-c...) ...

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Rebecca McIntyre retweeted

 **Opentopic** @OTecommerce · Nov 23

.@ChristianHJorg Talks #Content on #KCAA: Money Talk with @JsTorres [goo.gl/rJp7qm](http://goo.gl/rJp7qm)



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**Tinja Jung** @tinjajung · Nov 22

What Every Content Marketer Needs to Know About Content Curation by  
[@opentopic opentopic.com/wp-content/upl...](#)



 Rebecca McIntyre retweeted



**Carlijn Postma** @carlijnpostma · Nov 21

Leuk! RT [@opentopic](#): Quote of the Week by [@carlijnpostma](#), author, speaker, and strategist: [bit.ly/14NoHGJ](https://bit.ly/14NoHGJ)

## QUOTE OF THE WEEK

"The aim is not to create content for the sake of creating content. Your content has to be top quality if you want to achieve your goal."

- CARLIJN POSTMA, Content Marketing Strategist

opentopic



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**Rebecca McIntyre** @rebeccarmc · Nov 21

Busy preparing for Thanksgiving?  
[@opentopic](#)'s latest post gathers  
[#contentmarketing](#) articles you may have  
missed: [bit.ly/11KNCtb](https://bit.ly/11KNCtb)



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**Rebecca McIntyre** @rebeccarmc · Nov 21

...many pathways to a conversion, but content marketing is effective in  
amplifying traffic [flip.it/KeQWm](https://flip.it/KeQWm) via [@Opentopic](#) [@yieldfans](#)



2



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 **Rebecca McIntyre** @rebeccarmc · Nov 20

.@Opentopic CEO @ChristianHJorg talks about content on @KCAA1050AM: #MoneyTalk with @JStorres. Stream or download: [bit.ly/1xSLevg](http://bit.ly/1xSLevg)

   2 

 Rebecca McIntyre retweeted


 **Digital Third Coast** @DTCchicago · Nov 20

There are many pathways to a conversion, but content marketing is effective in amplifying traffic. [opentopic.com/blog/content-c...](http://opentopic.com/blog/content-c...) via @Opentopic

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 **Rebecca McIntyre** @rebeccarmc · Nov 20


"Online marketing is never constant. Focus on the content itself": Insights from @TiffanyJSchultz: [opentopic.com/blog/content-c...](http://opentopic.com/blog/content-c...) ... via @Opentopic

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 Rebecca McIntyre retweeted

 **Mike** @King\_Gonz · Nov 20

Information that's conveyed visually is absorbed within a few seconds by the human mind. [opentopic.com/blog/content-c...](http://opentopic.com/blog/content-c...) via @Opentopic

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 **Rebecca McIntyre** @rebeccarmc · Nov 20

All of the valuable insights about winning content marketing formats from @opentopic's #OTChat feed into @SlideShare: [bit.ly/1uCvIaV](http://bit.ly/1uCvIaV)

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 **Rebecca McIntyre** @rebeccarmc · Nov 20

For any #OTChat participants or listeners who want to learn more about #Opentopic's powerful platform, check out: [bit.ly/11ustCq](https://bit.ly/11ustCq)

 **Rebecca McIntyre** @rebeccarmc · Nov 20

Fresh on @opentopic's blog: The Secret to Getting More Out of Your Content: Mind Mapping [bit.ly/14NoHGJ](https://bit.ly/14NoHGJ) | @carlijnpostma @CMICContent

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 **Rebecca McIntyre** @rebeccarmc · Nov 19

Q5) Curate content & repurpose it in different formats. Build/maintain relationships. Less cost & time is great. And it's effective #OTchat

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 **Rebecca McIntyre** @rebeccarmc · Nov 19

Interviews with industry influencers are really successful, like @opentopic's with @GuyKawasaki [goo.gl/iH4J2t](https://goo.gl/iH4J2t) #otchat @bluethroat

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 **Rebecca McIntyre** @rebeccarmc · Nov 19

A3) Yes! Even Met Opera used this trend to build its business by engaging a younger audience. More examples: [goo.gl/cNDE3C](https://goo.gl/cNDE3C) #OTChat

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 **Rebecca McIntyre** @rebeccarmc · Nov 19

A1) Generally, using a variety of content types is essential to keep your audience engaged, although visual's trending #OTChat

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**Rebecca McIntyre** @rebeccarmc · Nov 19

Intro: @rebeccarmc, Marketing Manager at @opentopic - excited to hear everyone's thoughts on content marketing! #OTChat

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Rebecca McIntyre retweeted



**Mansi** @iam\_mansi · Nov 19

Marketers: Most effective in #content #marketing curation and creation >> [bit.ly/1ymt6sY](https://bit.ly/1ymt6sY) @opentopic @rebeccarmc #Media #SocialMedia

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**Rebecca McIntyre** @rebeccarmc · Nov 19

.@BradHines Please join @opentopic's #OTChat today at 1PM EST to talk about your best content formats. You will add a lot of value!

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Rebecca McIntyre retweeted



**Shiva Subramaniam** @supermaniamus · Nov 19

Out if topic for today's #OTChat but would love to know what does it take to be a content marketing professional? @opentopic

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Rebecca McIntyre retweeted



**Leigh Dow** @LeighDow · Nov 18


Thanks for including me @opentopic! How can you ensure you're taking advantage of the most effective content formats? [bit.ly/1BK2Dvk](https://bit.ly/1BK2Dvk)


1 5

 Rebecca McIntyre retweeted

 **OutMarket** @outmarket · Nov 18

Marketers: What formats have been most effective in your content marketing curation and creation? [outmkt.com/1yPg6vS](https://outmkt.com/1yPg6vS) @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Nov 18

Thanks @staceylamiller 4 participating- Effective content marketing curation/creation formats for marketers [staceymlr.me/1zzvy0g](https://staceymlr.me/1zzvy0g) @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Nov 18

#Contentcuration is a key element of a #contentmarketing strategy-Thanks @hugosbpereira for participating! [buff.ly/1uJ54Ji](https://buff.ly/1uJ54Ji) @opentopic

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 **Rebecca McIntyre** @rebeccarmc · Nov 17

Share what your winning content formats are, and increase brand awareness during @opentopic's #OTChat: [bitly.com/1uyunhB](https://bitly.com/1uyunhB)

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 Rebecca McIntyre retweeted

 **Jason Popko** @JasonPopko · Nov 17

I'm joining the #OTChat this Wed at 1PM EST to discuss my winning content marketing formats. [opentopic.com/blog/content-c...](https://opentopic.com/blog/content-c...) via @Opentopic





Rebecca McIntyre @rebeccarmc · Nov 17

.@opentopic's upcoming #OTChat will focus on various content formats. Join us this Wed 1PM EST-find your best format [bit.ly/1uyunhA](https://bit.ly/1uyunhA)

← ↻ ★ 1 ⋮



Rebecca McIntyre @rebeccarmc · Nov 14

Busy week? This Week in Content is @opentopic's list of top articles you may not have gotten to read. Find them here: [bit.ly/1EKMJyP](https://bit.ly/1EKMJyP)

← ↻ 1 ★ 1 ⋮



Rebecca McIntyre retweeted



janetgranger @janetgranger · Nov 14

RT @opentopic #ContentMarketing Quote of the Week by @JakeSorofman, analyst at @Gartner\_inc: [bit.ly/1sML58a](https://bit.ly/1sML58a)

## QUOTE OF THE WEEK

"Content marketing is about suspending the hard-wired urge to make everything about you."

- JAKE SOROFMAN, Analyst at Gartner Research

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 **North 6th Agency N6A** @North6thAgency · Nov 13

.@MarketWatch covers analyst reaction on Twitter's new updates, featuring commentary from @opentopic's Christian Jorg  
[on.mktw.net/1qFGHHu](http://on.mktw.net/1qFGHHu)

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 **Rebecca McIntyre** @rebeccarmc · Nov 13

"You need to be able to tell a good story to be effective marketers in today's world" @CC\_Chapman via @opentopic Q&A: [snip.ly/Cjqx](http://snip.ly/Cjqx)

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 Rebecca McIntyre retweeted


 **Opentopic** @opentopic · Nov 13

"For those looking to looking to build out the organic side of their marketing, content is king." - @BrianCarter: [snip.ly/u9BY](http://snip.ly/u9BY)

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 **Rebecca McIntyre** @rebeccarmc · Nov 13

Check it out: @Opentopic CEO @ChristianHJorg talks with @MarketWatch on content, curation, & @Twitter's new features: [snip.ly/dFw7](http://snip.ly/dFw7)

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 **Dayna Lucio** @DaynaMarie14 · Nov 13

Content curation can be a huge part of your #contentmarketing strategy! Thanks @opentopic for including my thoughts! [bit.ly/1y8OrFR](http://bit.ly/1y8OrFR)

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 Rebecca McIntyre retweeted

 **CommuniT** @AZCommuniT · Nov 11

Marketers: How do you leverage third-party curated content? [ow.ly/E4zrp](http://ow.ly/E4zrp)  
@opentopic [ow.ly/i/7x0ED](http://ow.ly/i/7x0ED) #contentmarketing