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Fortune 500 Business Communications Content Curation Case Study

By [Rebecca McIntyre](#) on September 24, 2014

Email newsletters have proven to be extremely effective in engaging customers, but the time it takes to create or find compelling content can be frustrating and potentially undermines success.



This Fortune 500 business communications company turned to Opentopic for help in finding meaningful, relevant, and interesting content for their audience. Through Opentopic's content marketing platform, the company was able to implement content curation initiatives to help achieve its business goals. Not only did the customer end up saving precious time and resources, they also increased click-through rates over 350% by powering their email newsletters with Opentopic. For more details, check out the case study.

THE COMPANY

A Fortune 500 business communications company serving more than 2 million small, medium, and enterprise businesses worldwide wanted to better engage its customer base. The company recognized the importance of sharing meaningful content and set out to launch a monthly newsletter to connect its customers with the most relevant and interesting articles, graphics, and video content from across the web.

The company selected an email newsletter platform but still needed an effective means of identifying content that would engage its customers. Traditional "search" proved both limiting in its results and operationally taxing. The company needed a way to access a steady stream of content via a feed that it could optimize over time to source the most relevant content while also improving the newsletter creation process.

Additionally, it was critical that any solution preserved the integrity of the company's brand; it wanted its branding to be displayed exclusively in its newsletter.

THE SOLUTION

The Fortune 500 business communications company turned to Opentopic's content marketing platform to help streamline its content discovery, curation, and distribution process.

After surveying its newsletter subscriber list, to get a better understanding of the topics it found most interesting and relevant, the company leveraged Opentopic's content discovery feature to set up seven unique feeds (or "Topics") that mirrored its customers' preferences.

Each Topic drew content from a range of sources, including Google, RSS Feeds, WordPress, Facebook, and Twitter, based on keywords and key phrases. For an even more comprehensive view of the key "conversations" taking place online, Opentopic enabled the client to identify relevant content from key social media accounts—a critical step in keeping on top of influencers in the space.

Opentopic's unique discovery technology ensured that only long-form content was presented, sparing our client the time-consuming steps of sifting through irrelevant, brief content. Likewise, it supported custom filters—including negative keywords—to ensure that the feeds could be optimized over time. Then, features such as "favorites" within the Opentopic platform made it easy for the client to identify and manage its content.

In addition to enabling better content discovery, Opentopic also provided the client with a streamlined solution for populating its newsletter with the content. Not only could the client add the relevant commentary to each piece of content directly in Opentopic's platform, Opentopic also made it possible to generate a universal HTML email with the click of a button. That HTML email could then be dropped into the email newsletter platform.

THE RESULTS

With help from Opentopic's content marketing platform, the client was able to successfully launch its newsletter and share meaningful content with high-value clients in the U.S. Opentopic's content marketing platform met a variety of the client's requirements—from supporting the discovery of that content, to enabling its easy implementation, to preserving brand integrity.

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Further, the Opentopic-powered newsletter generated consistently high open rates (18-25%) and a 350% increase in click-through rates (reaching as high as 9%).

But perhaps the best indication of success is the client's global expansion of its newsletter, from the U.S. to regions worldwide. These regions will be taking advantage of another key Opentopic feature: the unique ability to support content discovery in their native languages.

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.

Fortune 500 Communications Company Increases Newsletter Click-Through Rates Over 350% with Opentopic (Case Study)

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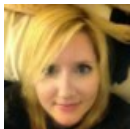
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● THE SOLUTION

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About Rebecca McIntyre

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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