

# Publish More of the Content Your Audiences Love

## Hootsuite + Curate by UpContent



Publishing high-quality content is an effective way to attract new followers, build your reputation, and inform future buyers.

But top brands, thought leaders, and trusted professionals don't create all the content they share daily—they curate it.

UpContent's intelligent discovery engine helps you discover great content for the topics that matter to your audiences, then publish it to your branded channels across social media, email, and web. It's a smart, scalable way to drive meaningful, measurable engagement and build your brand.

**Hootsuite**<sup>®</sup>



UpContent



## Identify, review, approve, and distribute high-quality articles that drive new traffic, leads, and revenue—all within the Hootsuite dashboard



**Discover the best content** for any topic and easily share with your followers



**Collaborate with your team** and internal experts through a secure workflow, leveraging organizational knowledge and applying compliance requirements



**Customize thought leadership content** with your own images and links to strengthen your brand



**Publish to multiple channels** across social media, email, and web to increase your reach



**Convert followers to subscribers** and drive new leads and revenue by adding a custom call to action



**Analyze integrated campaigns** by tracking sign-ups and monitoring channel growth in Hootsuite Analytics



To learn how **Curate by UpContent** helps you integrate thought leadership throughout your brand strategy, contact your customer success manager or our sales team at [sales@hootsuite.com](mailto:sales@hootsuite.com)

