

# Content Hubs Are Here

The secret to a long and prosperous life in publishing

an eBook by

**Scoop.it!**

# Table of contents

**1**

Content hubs  
are here

**Pages 4 - 7**

**2**

Six benefits of  
content hubs

**Pages 8 - 14**

**3**

Create a killer  
content hub

**Pages 15 - 19**

**4**

The secret to a  
healthy hub

**Pages 20 - 25**



## SPECIAL FEATURE

The content hub look book

**Pages 26 - 39**

**Toast?**

**This eBook is dedicated to  
the millions of exhausted content  
marketers among us.**



# Failure: it actually is an option

**Thousands of companies join the content marketing parade every day.**

**Thousands more bail. Or fail.**

**Know why?**

Few have the resources to stay the course. They all had good intentions and high aspirations.

Like you, they understood if they consistently published the valuable content readers actually want to read, watch, listen to and look at, the content marketing dream would be realized. Legions of prospective customers would subscribe, buy, share, and become loyal brand advocates. That's the idea.

## **The reality is a different story**

In fairly short order, the vast majority of content marketers discover how immensely time-consuming it is to publish original content at regular intervals.

They burnout. Then they surrender.

You don't have to suffer the same fate. You can establish a content hub—an extremely elegant destination on the web. You can populate it daily with information assets both topical and timely. And you can make it work for the long haul—without running out of steam.

Having trouble picturing it?

**We're going to show you exactly what the future of branded publishing looks like.**

# Content hubs: a smart strategy to power your publication



Blogs have grown up in a big way over the past decade. Both consumer-facing and business-to-business blogs have become central to the online marketing success of millions of companies.

The company blog fuels numerous channels: search, social and email, most notably. Though it's debatable as to whether or not blogging has passed its tipping point, the strategy has been a bust for millions. Reasons include a plethora of problems tracing to:

- Lack of consistent content
- Failure to differentiate
- Struggles to be discovered
- Lack of audience engagement
- A lack of integration with social media content

The final point above merits some elaboration. Business blogs often become a content silo.

Marketers publish via their blog, but publish separately on multiple other channels such as YouTube, SlideShare and numerous social pages. The approach is neither integrated nor efficient.

## A content hub houses all your content

Though you can choose to have your hub 100% blog-based, you can raise the bar with a diverse media mix—from a variety of sources—designed to appeal to a wide range of media consumers.

All the content you create for all channels is housed on your hub. The effort you put into creating content for various channels is rewarded with traffic to your website.

A content hub does not replace your blog. It gives it a more attractive home. Plus it can afford you some amazingly efficient shortcuts.

# If it's digital, it's fair game



## A wider media mix

A content hub is a highly flexible forum in which you publish whatever you like (or more importantly, whatever your audience likes). The media mix may include video, audio, infographics, slides, articles, papers—your call. If it's digital, it's fair game.

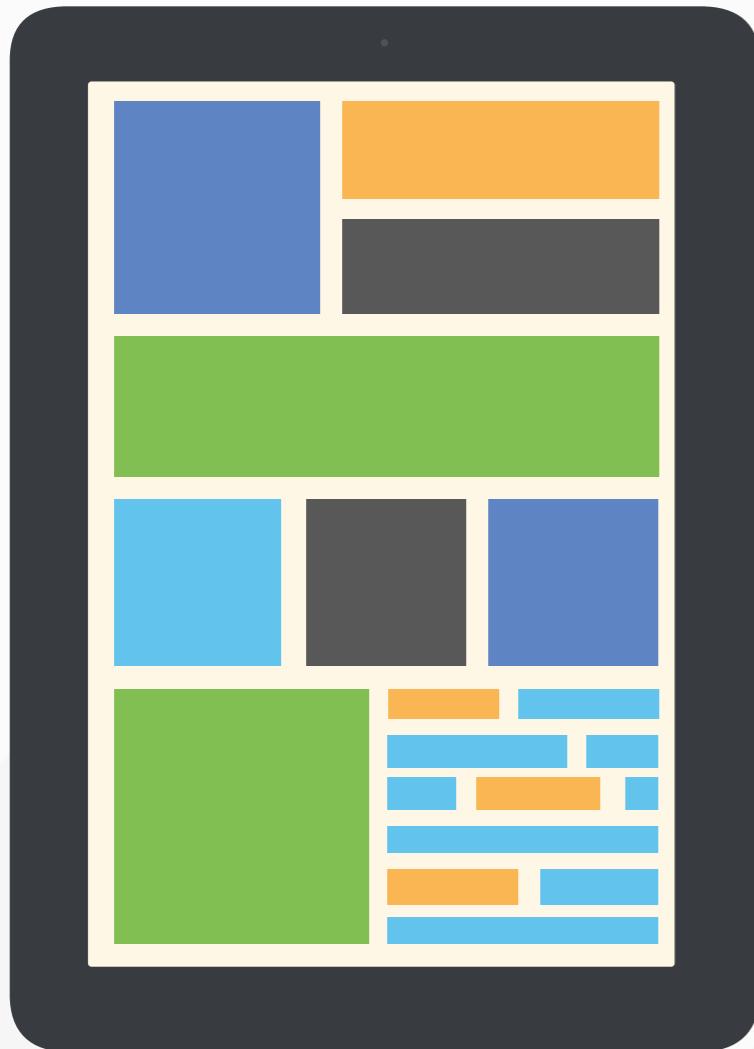
Your hub centralizes all that you publish to provide visitors a more interactive and valuable experience.

Your content may be:

- **Homegrown**—Some portion of your content will be produced by internal resources.
- **Curated**—Another portion will originate from other companies or media sources—those you deem to be credible and authoritative.
- **Social media**—Your content is published on your hub, then promoted via social media, so you drive traffic from social channels to your website.

- **User generated**—You can publish media created by your customers or partners.
- **Advertising**—Hosts sometimes choose to include ads to showcase offers from sponsors.

# Content hubs look sharp



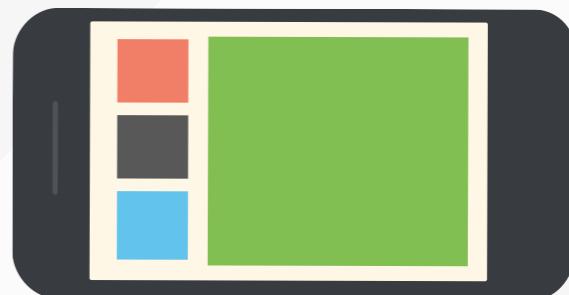
## Easy on the eyes

Like the ultra-popular mega-hubs on the social web, say, Pinterest and SlideShare, content hubs are presented “tile style” or magazine-like.

They're highly graphic.

They're cohesive.

The simple structural form they take makes them easy on the eyes and easy to skim. It's also easy to see social media share stats at a glance and promote sharing.



# Six benefits of content hubs

**Build a hub  
Build an audience**

# Six benefits of content hubs

1

## Establish and build authority

Online buyers follow the leaders and trust the authorities. Of course, the principle applies to low-cost, low-risk decisions, such as choosing a movie, book or clothing item. However, authority factors into the equation even more so for more considered decisions that categorize the majority of B2B purchases.

Consistently publishing trustworthy content is a proven route to building thought leadership and is among the most important benefits of hosting a stellar content hub.

# Six benefits of content hubs



## Increase visibility and traffic

There's no longer any mystery to what it takes to succeed with search, the largest source of traffic on the web. It takes content—the content buyers seek.

Search engine users want answers. Thanks to the search engines, they'll find them instantly. Not only do search engines index billions of pages, they've become very good at determining the quality of content on the pages.

You understand how important it is to be visible via search. You understand a key to expanding your business is increasing traffic to your website. It's easy to understand now that a robust content hub is your marketing magnet.

# Six benefits of content hubs



## Foster engagement

Your website could be ultra-magnetic, but unsuccessful. See, great sites do more than generate traffic; they inspire engagement.

There are probably a number of actions you'd like visitors to take: read, share, sign-up, try, buy, attend (and so on). "Engagement" is a catchall word to describe action on the part of the reader. Content hubs foster engagement far more than sales pages ever could—or can.

# Six benefits of content hubs



## Take control

Traffic on your social media pages is a good thing. However, social networks are ever-changing. The changes don't always benefit you.

Traffic on your content hub is far more meaningful because you control the experience. You make the rules. You tailor the experience. Your objectives come first.

# Six benefits of content hubs



## Generate leads

Content hubs enable you to generate leads and sales. When visitors find value in the information you offer, they'll invest more time there. You'll have far more opportunities to "feed your funnel" with tactics such as lead capture, progressive profiling, and contextual call-to-actions (CTAs).

# Six benefits of content hubs



## Gain insights

Your content hub will provide detailed analytics reports. The metrics you'll gather inform your content creation team as to what does and doesn't excite readers. With more insights into what users deem valuable, you'll become progressively more effective at publishing.

# Create a killer content hub

## Here's how it's done

We've looked at reasons why your company will benefit from creating and maintaining a content hub. (And in the following chapter, we'll uncover the killer app for simplifying the care and feeding of it.) Now, let's examine strategies for creating a new hub or revisiting one that might not be connecting with customers the way it should.

# Create a killer content hub

## Establish the objectives

What's this effort all about? What are you trying to accomplish? No need to overthink it. You're likely aiming to achieve the benefits covered in the previous chapter.

Generating leads probably tops the list, but doesn't have to. Get the marketing and sales leaders and role players together, agree on the primary objective, prioritize secondary objectives and document them.

## Create a content marketing mission

Content Marketing Institute's Joe Pulizzi submits (in no uncertain terms), like a publisher, you must document a content marketing mission. It should clearly articulate:

1. Your approach to content creation
2. Whom the content is for
3. How the content will satisfy the needs of those that consume it

It's not critical to publish your content marketing mission. However, it's crucial everyone that contributes to your content must understand and abide by it. On the content hub, *SAP Business Innovation*, SAP actually does document their mission, demonstrating exactly what a clear content marketing mission looks like.

*SAP Business Innovation's mission is to help executives develop a deeper understanding of the trends affecting the future of business through fact-based executive research, supplemented by the latest thinking from expert bloggers.*

You'll find the making of your content marketing mission (and some of the steps that follow) far easier if you have created the following:

- **Insightful personas** for the important customers you serve –In addition to basic demographic information, embellish each persona with psychographics to identify the person's pains and pleasures.
- **The company's unique value proposition (UVP)**— Your UVP answers the question, "Why do people do business with you?" Ask yourself "why" as many times as it takes to arrive at an emotionally compelling value proposition.

# Create a killer content hub

## Make a publishing plan

It's time to begin your editorial planning.

**Assess your prospects' needs**—Do you know what questions your sales and support teams are most often asked? Write them down and create content to deliver the answers. This approach should be the foundation of your editorial plan.

**Examine the competition**—Dive into the content your competition delivers to determine (1) where the gaps might be and (2) how you might do things better or differently.

**Audit existing content**—Whether you're new to publishing or not, you're sitting on usable content. It may come in any number of forms—email, FAQs, presentations, webinars, RFPs, case studies, research, sales pages, brochures, and so on.

These are candidates to revisit and turn into helpful content: articles, blog posts, infographics, videos, eBooks, podcasts, or any form factors you believe viewers may like. You'll need to experiment.

**Tap search and social**—A large part of your editorial planning process focuses on the things the people in your target market do and say online.

- Use the free Google Keyword Planner tool to research search activity.
- Examine data regarding your website captured by your Google Analytics.
- If you have an onsite search mechanism, gather insights from the data it produces.

- Look at questions posed on Q&A sites such as Quora, online forums and LinkedIn Groups.
- Conduct hashtag searches on relevant social media to monitor conversation topics and trends.
- Monitor conversations about your brand and competitors on social networks and via Google Alerts (or another monitoring tool).

**Think forward**—You probably have a sense for the changes that will affect your industry. Make sure to include these types of topics.

# Create a killer content hub

## Hire the right talent

It takes talent to succeed with content marketing. At the top of your list should be a content strategist who will take the lead. Your next hire should be a managing editor.

If yours is a one-person content marketing team, your first hire will oversee strategy and editorial (and possibly even social media management). As budget allows, your content marketing team might expand to include a graphic designer, video specialist, analytics expert, and others.

Hiring freelancers is a practical strategy to fill voids, round out the team and maintain a steady publishing schedule. Of course, dedicating a portion of your resources to curating content will go a long way toward increasing your output.

With a content hub, a single person with editorial skills may be capable of writing, editing and curating content to manage all your needs as you establish a publishing cadence.

## Design an attractive hub

Your content hub should be inviting, user-friendly, and smartly branded. Bring a web-savvy graphic design professional onboard to make the content hub section of your site:

- Reflect well on your company with a branded look and feel
- Serve your audience well with a navigational structure that makes it easy to find the content needed

## Create content promotion plans

There's no question, you need to promote your content hub. And there's no denying

you won't lack for competition.

Make distribution and promotion part of your plan from the get-go considering paid, earned and owned channels:

- **Paid:** You can buy audience by investing in social media advertising, native advertising, paid content discovery services, and pay-per-click programs.
- **Earned:** A variety of strategies may help call attention to your hub including guest blogging, article syndication, blogger outreach, SEO, and of course, social media marketing.
- **Owned:** In addition to hosting a content hub, you'll want to promote your content via email marketing, social channels, and content communities such as YouTube and SlideShare.

# Create a killer content hub



## Tool up

You'll need software tools to host a content hub. However, you won't need to invest a lot of money or time. You really need just two tools:

- **Content management system (CMS)**  
Content marketers rely on a CMS platform to make creating, publishing, optimizing and maintaining web pages simple. WordPress is by far the most popular CMS. The essential code is free and a huge aftermarket provides publishers an enormous selection of add-on components (referred to as plugins and widgets) to address most needs

- **A content hub manager**

Scoop.it Content Director isn't the only choice for your hub management needs, but it's the most affordable and simple platform. The platform was expressly developed to meet the needs of marketers aiming to adapt lean content marketing strategies with a turnkey approach for planning, sourcing, and distributing content.

**The following pages explain the most important features and benefits of Scoop.it Content Director.**

# The secret to a healthy hub

## **Keep your hub humming with Scoop.it Content Director**

So you're hip to the hub idea? You're going to love Scoop.it Content Director.

The platform offers a heap of features and benefits to help you realize a long and prosperous life in publishing. It's simple to learn. And it's simple to explain as a set of five awesome capabilities: plan, source, publish, measure, and integrate.

# Power planning

| Destinations   |  | 27 Monday  | 28 Tuesday  | 29 Wednesday  | 30 Thursday                                    | 31 Friday   |
|--|--|--|---|---|--|---|
|  <b>Lean Content Marketing</b><br><a href="http://blog.scoop.it">http://blog.scoop.it</a> |  | Content curation and website traffic: study finds 464% growth in 4 months<br>9:58 AM | 6 easy ways to curate content on your blog<br>8:04 AM               | Missing 1 post.<br>Click to source                                      |  |   |
| <b>Settings - Analytics</b>  |  |  |   |   |  |   |
| Distribution Channels  |  | 27 Monday  | 28 Tuesday  | 29 Wednesday  | 30 Thursday                                    | 31 Friday   |
|  <b>gdecugis</b><br><a href="http://twitter.com/gdecugis">http://twitter.com/gdecugis</a> |  | Content Marketing Experts Reveal which Brands are Pushing the Envelope<br>4:01 PM    | The Top Online Lead Generation Tactics and Metrics<br>1:56 PM       | Scoop.it ranks best content marketing software app by GetApp<br>6:57 AM | Missing 4 posts.<br>Click to source<br>9:06 AM | Scoop.it ranks best content marketing software app by GetApp<br>11:56 AM                            |
|  |  | Missing 3 posts.<br>Click to source  | Missing 3 posts.<br>Click to source                                 | Missing 4 posts.<br>Click to source                                     |  | Missing 3 posts.<br>Click to source   |
|  <b>scoopit</b><br><a href="http://twitter.com/scoopit">http://twitter.com/scoopit</a>  |  | Content Marketing Experts Reveal which Brands are Pushing the Envelope<br>3:11 PM    | Publish good content on your blog: quantity matters too!<br>9:34 AM | Missing 4 posts.<br>Click to source                                     | Missing 5 posts.<br>Click to source<br>5:54 AM | Scoop.it ranks best content marketing software app by GetApp<br>Missing 3 posts.<br>Click to source |
|  |  | Missing 4 posts.<br>Click to source  | Missing 3 posts.<br>Click to source                                 |   |  |   |
|  <b>hbrevet</b><br><a href="http://twitter.com/hbrevet">http://twitter.com/hbrevet</a>  |  | Scoop.it ranks best content marketing software app by GetApp<br>2:06 AM              | The Top Online Lead Generation Tactics and Metrics<br>1:56 PM       | Missing 2 posts.<br>Click to source                                     | Missing 3 posts.<br>Click to source            | Missing 2 posts.<br>Click to source   |
|  |  | No More Tricks: 8 Ways to Create Content That Google Wants to Rank<br>4:48 AM        | Missing 1 post.<br>Click to source                                  |   |  |   |
|  |  | Content Marketing Experts Reveal which Brands are Pushing the Envelope<br>3:43 PM    |   |   |  |   |

It's your hub. You make the rules. You make the schedule. You select the channels. Scoop.it Content Director then makes planning ridiculously click-simple.



> Click for detailed feature descriptions

# Sourcing: the secret sauce

The screenshot shows the Scoop.it Content Director interface. At the top, there are three tabs: Planner, Content (which is selected), and Analytics. Below the tabs, a search bar says "Suggested content for destination Lean Content Marketing" and a button says "Create new content". On the left, there's a sidebar with "Keywords(7)": "content curation marketing", "lean content marketing", "lean content", "content marketing ROI", "content marketing smb", "big content marketing", and "trend content marketing". There are buttons for "Check All" and "Uncheck All", and "Advanced Configuration". Under "Sort by:", "Freshness" is selected. Under "Show:", "All Suggestions" is selected. Under "Filter by manually added sources:", "Bruce Clay, Inc. Blog" and "Content Marketing Institute" are checked. The main area lists five content items:

- 5 Indispensable Ways to Convert More Mobile Users by @searchrook**  
www.searchenginejournal.com - Today, 8:33 AM  
Scoop.it! Share   
Wondering how to increase your mobile conversions? Here are five tested ways to convert more mobile users. The post 5 Indispensable Ways to Convert More Mobile Users by @searchrook appeared first on Search Engine Journal.  
406 shares (f 48, t 313, ln 37, g+ 8)
- New #MarketingNerds Podcast: Are You Implementing Leadership & Strategic Thinking to Your Marketing? by @AkiLiboan**  
www.searchenginejournal.com - Today, 9:44 AM  
Scoop.it! Share   
This week on Marketing Nerds, Portent CEO and Founder Ian Lurie talks about true leadership and building long-term digital marketing strategy.  
392 shares (f 40, t 309, ln 35, g+ 8)
- What Skills Are Necessary to Be a Great Content Marketer?**  
comertmarketinginstitute.com - Today, 2:00 AM  
Scoop.it! Share   
Almost one-third of marketers (32%) report having a hard time finding trained content marketing professionals, according to the 2015 B2B Content Marketing Benchmarks, Budgets, and Trends – North America.  
500 shares (f 40, t 270, ln 176, g+ 14)
- Pinpoint vs. Floodlight Content and Keyword Research Strategies - Whiteboard Friday**  
moz.com - July 23, 5:15 PM  
Scoop.it! Share   
Posted by randfish When we're doing keyword research and targeting, we have a choice to make: Are we targeting broader keywords with multiple potential searcher intents, or are we targeting very narrow keywords where it's pretty clear what the...  
1k shares (f 130, t 959, ln 176, g+ 131)
- Content Marketing World 2015: Bright Lights, Big Content and Cleveland in the Center of It All**  
clepop.com - via @CMContent - July 23, 5:14 PM  
Scoop.it! Share   
Pardon the Dust: As I mentioned in my last blog post, Scott and I are in the process of moving from CleptoCleveland.com to clePOP.com. However, life goes on, so Scott and I have decided to continue blogging while we work on the site design.  
22 shares (f 15, t 6, ln 1, g+ 1)

Anyone who's ever touched any Scoop.it solution understands it makes content curation crazy cool and easy. You tell the platform what kind of content you'd like to share. It crawls more than 20-million web pages and serves up what you need.



> Click for detailed feature descriptions

# Presto! Publish

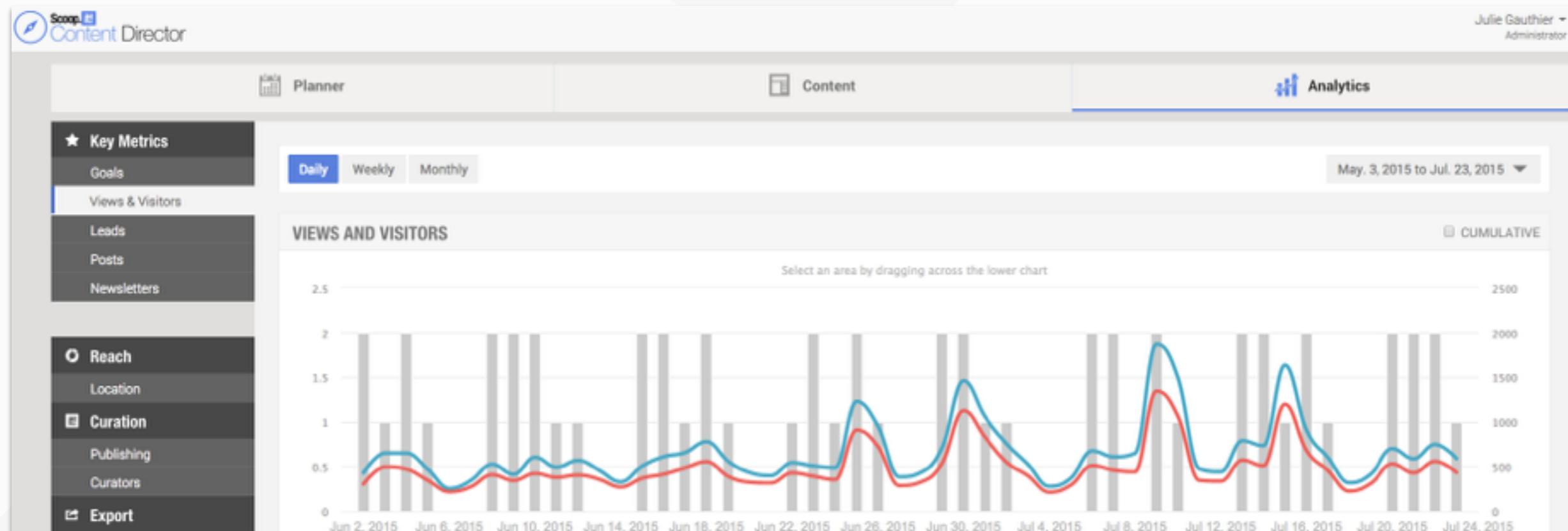
The screenshot displays the Scoop.it Content Director interface. On the left, the 'Planner' section shows a grid for 'Destinations' and 'Distribution Channels'. The 'Destinations' grid includes posts for 'Lean Content Marketing' and 'B2B SMB Influencers blogs'. The 'Distribution Channels' grid includes posts for 'gdecugis' and 'it!'. On the right, the 'Content' section shows a 'Share' timeline for a post titled '5 critical SEO tips to curate content like a king'. The timeline lists several shares from various users, including JulieGTR, scoopit, tbevet, gdecugis, and MarcFuselli, each with a timestamp and a link to the post.

Here's where you can say goodbye to some tools you're probably paying for. You can ace your automation needs with Scoop.it's powerful scheduling tool that makes digital distribution delightfully simple.

 **Scoop.it** Content Director

> Click for detailed feature descriptions

# Get an A in analytics



Scoop.it Content Director delivers the analytics you need to assess the performance of your hub's content—onsite and off. It's your dashboard, accelerator and the navigator you need to help steer the direction of your content marketing.



> [Click for detailed feature descriptions](#)

# Inte-great

A team of software super heroes made integration hassle and headache-free. Scoop.it Content Director plugs into your CMS, social networks, social media tools, and email and marketing automation platforms.

## Websites & blogs



## Social networks



## Social media tools



## Marketing automation



## Email newsletters



# Presenting some hot hubs

**Inspirational examples from media-minded marketers**

# H&M Life

A world of fashion, inspiration and the latest trends

<http://www.hm.com/us/life>

The H&M Life content hub delivers daily updates on fashion, trends, beauty and pop culture. Interestingly, they've included music from Spotify into the media mix.

The screenshot shows the H&M Life website homepage. At the top, there's a navigation bar with links for LOG IN, MY H&M, UNITED STATES | USD, SHOPPING BAG, and CHECKOUT. Below the navigation is a header with the text "H&M LIFE" and categories FASHION, BEAUTY, CULTURE, and VIDEO. To the right of the header are social media icons for Facebook, Twitter, Pinterest, and Google+. The main banner features two women: one on the left with long dark hair and another on the right wearing sunglasses and a dark top, both set against a background of palm trees. A Spotify logo is prominently displayed in the center of the banner. Below the banner, the text "SUMMER PLAYLIST" is written, followed by "WE'VE CREATED A SPOTIFY PLAYLIST WITH ALL THOSE MAGICAL SUMMER TUNES" and a "LISTEN" button. A date "JUN 3, 2015" is visible below the banner. The central part of the page features a male model in a denim jacket with his arms crossed. To the right, a section titled "THE ITEM" discusses "THE DENIM JACKET" with a subtext about its evolution and a "READ THE STORY" button. Below this, a section titled "STEP BY STEP BEAUTY TUTORIALS" is shown with five thumbnail images: "THE PERFECT RED LIPS", "FABULOUS NAIL ART IN MINUTES", "HOW TO SCULPT YOUR FACE", "ALL ABOUT BROWS", and "THE MODERN SMOKY EYE".

# Team Titleist

A community of  
passionate golfers

<http://www.titleist.com/teamtitleist>

The Team Titleist hub merges a blog and user forum to provide exclusive access to the Titleist team and the news golfers need to know.

The screenshot shows the homepage of the Team Titleist website. At the top, there's a navigation bar with links for 'Golf Shops & Fitting Locations', 'Fitting & Trial Events', 'Newsletter', 'My Profile', and 'Logout'. The main header features the 'Titleist' logo and a menu with 'GOLF BALLS', 'GOLF CLUBS', 'GOLF GEAR', 'PLAYERS', 'VIDEOS', and 'TEAM TITLEIST'. Below the header is a large banner with the text 'Welcome to TEAM TITLEIST' and a subtext: 'A vibrant community of avid golfers and Titleist fans who share the same passion for the great game of golf. Team Titleist also provides exclusive access to our team while delivering the latest Titleist news and updates straight from our product experts and tour staff.' On the left side of the banner, there's a video thumbnail showing three generations of golfers on a course. To the right of the banner, there's a 'LATEST BLOG POST' section with a thumbnail of the video and a link to 'WATCH: THREE GENERATIONS OF GOLFERS SHARING THEIR LOVE OF THE GAME'. Below this, there's a section for 'LATEST FORUM POSTS' with four entries:

- 915 Stories**  
Started by: **Brice Waddell**  
3 days ago
- Driver and fairway woods for senior golfer**  
Started by: **harry h**  
2 days ago
- Driver weights**  
Started by: **Chris M**  
Yesterday at 2:41pm
- Canada Bag**  
Started by: **alex z**  
3 days ago

On the far right of the page, there are small links for '15 Replies' and 'Last reply by: Chuck Z Yesterday at 2:11pm' under the first post, '2 Replies' and 'Last reply by: steve b Yesterday at 3:44pm' under the second post, '0 Replies' under the third post, and '3 Replies' and 'Last reply by: David T Yesterday at 2:25pm' under the fourth post.

# Think with Google

A hub and home for data, analysis and digital innovation

<https://www.thinkwithgoogle.com/>

Google wants its subscribers to think of “Think” as the go-to site for high-level insights, stats and useful tools. The hub looks at digital campaigns across industries, platforms and audiences.

The screenshot shows the homepage of thinkwithGoogle.com. At the top, there's a navigation bar with links for Industries, Platforms, Creative, Tools, Products, and a search icon. The main header features the "think with Google" logo. Below the header, there's a large, dark image of a scuba diver in an aquarium. To the left of this image, a teal-colored overlay contains the title "Making Unskippable Ads" and subtext about advertising, mobile, and video. To the right, there are two smaller images: one of a man and a child looking at a wooden model, and another of a woman looking at a smartphone screen. Below these images, there are several article cards. One card on the left shows a person in a dark room looking at a laptop. Another card in the center shows people sitting outdoors. A third card on the right shows three small images related to mobile devices. The footer on the right side includes a "SIGN UP NOW" button for the Think Newsletter, social media links for Facebook, Twitter, LinkedIn, and YouTube, and sections for "Get Inspired" and the "YouTube Ads Leaderboard".

thinkwithGoogle

Industries Platforms Creative Tools Products

Making Unskippable Ads

Advertising , Mobile , Video

Should where we're telling stories change how we're telling stories? Google's Art, Copy & Code team set out to find an answer.

The First 5 Seconds: Creating YouTube Ads That Break Through in a Skippable World

Article | Advertising

New Research Shows How to Connect With U.S. Hispanics Online

Article | Advertising

4 New Moments Every Marketer Should Know

Infographic | Advertising

Marketing to Millennial Dads

Advertising , Mobile

Micro-Moments

Advertising , Mobile

Think Newsletter

Put insights in your inbox.

SIGN UP NOW

Follow Think 8+ in

Get Inspired

Creative

Ideas that blend creativity and technology.

YouTube Ads Leaderboard

Celebrating the YouTube ads that people phone

# CMO by Adobe

## A curation platform for chief marketing officers

<http://www.cmo.com/>

CMO.com delivers insights for and by marketing leaders to help marketers stay informed. The information-packed hub features curated content from more than 150 leading sources.

The screenshot shows the CMO by Adobe website. At the top, there's a navigation bar with links for 'ABOUT CMO.COM', 'REGION', 'REGISTER', and 'SIGN IN'. The main header features the 'CMO' logo with a red dot and the text 'by Adobe'. Below the header, a banner displays the text '#CMOIImpact Study' and a quote: 'According to the 2015 CMO Impact Study, CMOs drive business results & so do CEOs who get marketing.' A call-to-action button says 'CLICK HERE FOR THE FINDINGS & RELATED INFOGRAPHIC.' To the right, there's a large image of a blue jet engine being worked on in a hangar, with the category 'BRANDING & COMMUNICATIONS' below it. The page also includes sections for 'ANALYSIS & MEASUREMENT', 'GENERAL MANAGEMENT', and 'BRANDING & COMMUNICATIONS' with various articles listed. At the bottom, there's a section titled 'CMO Exclusives' featuring four articles with images of people and titles like 'Marketing Intelligently: Three Steps For Success' and 'How The Internet Of Things Is Disrupting Marketing'.

# Williams-Sonoma Taste

## Fun for foodies

<http://blog.williams-sonoma.com/>

Taste is a curated content hub devoted to cooking and entertainment. Features include seasonal recipes, spotlights on food trends, and interviews with chefs and cookbook authors.

SHOP ABOUT CONTACT US

# WILLIAMS-SONOMA taste

RECIPES COOK DRINK ENTERTAIN MAKE LEARN MEET LIVE

search Taste 



LEARN  
Free Technique Classes:  
Indoor/Outdoor Pizza



COOK  
Shaved Zucchini Salad with  
Lemon, Mint and Feta



CELEBRITY CHEFS  
#SaltFireWater Dinner with Ivan  
Ramen + Lang Baan



DRINK  
Our Top Picks for Wines with Summer  
Seafood

Summertime is here and with it warmer weather and lighter fare. We think seafood, from fresh oysters to plank-grilled salmon, is the perfect solution! But pairing ... [read more](#)

Drink, Wine  
June 17, 2015 | 2 Comments



COOK  
Apricot-Cherry Clafoutis

This easy-to-make French custard pancake is often prepared with whole unpitted cherries, but removing the pits makes the dessert easier to eat, and the apricots ... [read more](#)

Baking, Cook, Dessert, In Season, Recipes, Summer  
June 17, 2015 | 1 Comment

### 30 DAYS & WAYS To a Healthy New Year

SEE THE GUIDE >



SEARCH OUR RECIPES  
on Williams-Sonoma.com 

FOLLOW US

# American Express OPENforum

## A pioneer of B2B content marketing

<https://www.americanexpress.com/us/small-business/openforum/explore/>

OPENforum, an interactive community from American Express, represents a landmark in content marketing. The seven-year old hub's filled with advice from experts to help small business owners. Readers submit questions and get answers from the forum's experts.

The screenshot shows the homepage of the American Express OPENforum. At the top, there's a navigation bar with 'OPEN forum' logo, 'Home', 'Topics BUSINESS', 'Connect', a search bar 'Search for articles, advice, and experts', an 'Ask Question' button, and a user profile icon with '61'. Below the header, a banner features a woman's profile with the greeting 'Hello, Barry'. A 'Recommended' section is visible. The main content area is organized into several columns:

- Daily Brief:** Includes a 'DAILY INSIGHT' card with a quote by Ilya Semin, founder of Datanyze, and a 'JUST IN TIME' card for '7 Steps That Can Protect Your Team From Employee Poaching' by Julie Bawden Davis.
- Practical Insights:** Shows a road sign image and a card for 'GETTING CUSTOMERS' about off-topic conversations.
- Growth Stories:** Shows a video thumbnail of three people and a card for 'GETTING CUSTOMERS' about elevator pitches.
- Business Essentials:** Shows a woman looking at handbags and a card for 'OPEN VOICE' about running a better business.
- GETTING CUSTOMERS:** Includes cards for social media posts, crime scene cleanup, and a love for dogs leading to a business.
- BUILDING YOUR TEAM:** Includes cards for being a better negotiator and virtual offices.
- MANAGING MONEY:** Includes a card for alternative lending.
- MEMBER EXCLUSIVE:** Shows a video thumbnail of a man speaking.

At the bottom left, there's a section for the 'OPEN Forum app' with download links for Google Play and the App Store. The overall design is clean and professional, typical of a B2B content marketing platform.

# Lowe's Creative Ideas

A DIYer's dream site

<http://www.lowes.com/creative-ideas>

If there were more screen space to work with here you'd see Lowe's Creative Ideas for Home and Garden aggregates featured projects, a massive array of home ideas, videos, digital magazines and apps.



Explore easy DIY projects, home makeover ideas, decorating tips, and more!

## Featured Projects

### Lowe's Creative Ideas Digital Magazines

Start your summer in style! Download our new issue for hot ideas to transform your indoor and outdoor spaces.

[See All Decorate & Entertain](#)



### Create a Backyard Retreat

Let lighting, landscaping, and lounge-friendly furniture turn a backyard into an enchanting escape -- day or night.

[See All Gardening & Outdoor](#)



### Stylish Kitchen Updates

Get the look of a brand-new kitchen for less by working with your existing cabinets, flooring, and layout. Try the ideas in this budget-smart makeover.

[See All Kitchen & Dining](#)



### Zinnias for the Garden or Vase

Big color and lots of it -- no wonder this annual flower stands out in the garden and as a cut flower.

[See All Gardening & Outdoor](#)

### Storage Solutions for Open Floor Plans

Cure common space problems in your entry, living room, and dining room. Color, furniture placement, storage, and decor all help organize an open floor plan.

[See All Organize, Store & Move](#)



### Decorate a Small Patio or Deck

The right furniture, decor, and plants can help you get big enjoyment out of a small outdoor space.

[See All Porch, Deck & Patio](#)

# Rushmore Ramblings by Harley-Davidson

## Born to be wild

[http://www.harley-davidson.com/content/h-d/en\\_US/home/2014/socialhub.html](http://www.harley-davidson.com/content/h-d/en_US/home/2014/socialhub.html)

This hub's hog heaven. Harley-Davidson's Rushmore Ramblings is a user-based community. Enthusiasts talk about their dream machines and adventures via social media and hashtag their posts for Harley-Davidson to collect and republish.

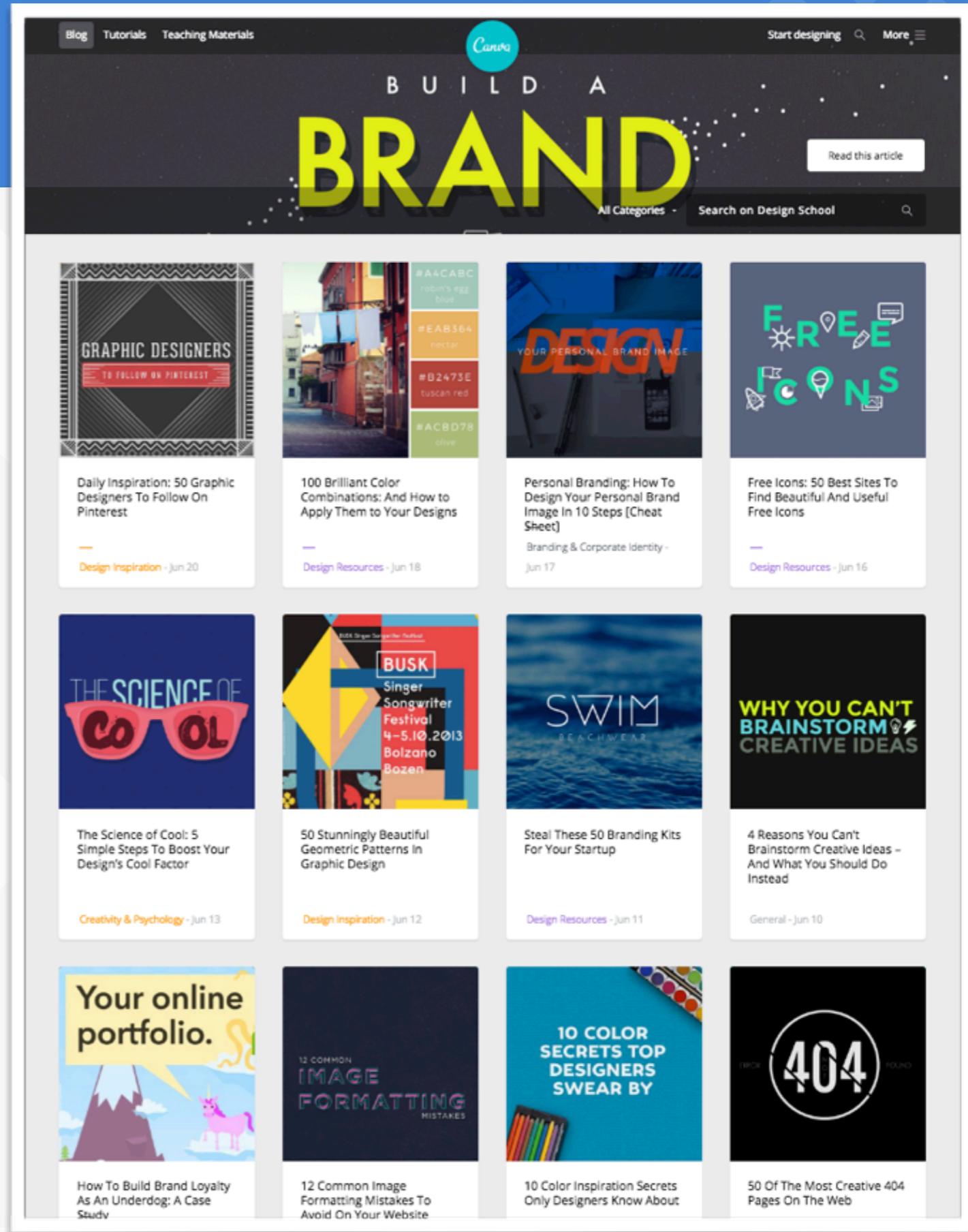
The screenshot shows the Harley-Davidson website's social hub section. At the top, there's a navigation bar with links for COMPANY, BUILD YOUR HARLEY, DEALER LOCATOR, SEARCH, MOTORCYCLES, H-D CUSTOMIZATION, LEARN TO RIDE, TRY A BIKE, EVENTS, MUSEUM, COMMUNITY, OWNERS, SHOP, and SIGN IN / CREATE A PROFILE. Below the navigation is a large banner with the text "SHARE YOUR VOICE" and a subtext "Use #RUSHMORE across all your social networks to join the conversation." The banner features a scenic road through a desert landscape with mountains in the background. In the center of the banner, the words "PROJECT RUSHMORE" are displayed. Below the banner, there's a caption: "We went on a journey to discover what's next, and we did it our way. By riding, with other riders from all over the world and talking about what we dream of in our machines." The main content area is a grid of 12 social media posts from various users. Each post includes a thumbnail image, a caption, and hashtags. For example, one post by "Dave Yaros Jr." (@yarosautodetail) shows a black motorcycle and has hashtags like #harley #harleydavidson #rideordie #ridetube #vetoride #ouidipeassevalves #livefreeridehard #livetube #bikerlife #streetglide #ora...". Another post by "Eli Shultz" (@cagefree0408) shows a red motorcycle and has hashtags like #harleydavidsonmotorcycles #streetglide #dyna #denimblack #bagger #YarosDetail #harleydavidson #sharkey. The posts are arranged in a 3x4 grid.

# Canva Design School

A very good-looking school

<https://designschool.canva.com/>

School's the perfect label for Canva's amazing hub where lessons abound about all things graphic design. A variety of free tutorial courses are offered to "fast track your ability to create amazing designs."



# Red Bull

No company's more bullish on content

<http://www.redbull.com/>

Who knows where to begin describing Red Bull's approach? The company is simply a pop culture media giant with properties including Red Bull Content Pool, Red Bull Mobile, RedBullTV, RedBull.com and the Red Bulletin.

The screenshot shows the Red Bull website homepage. At the top, there's a navigation bar with links for REDBULL.US, RED BULL TV, REDBULLETIN.COM, ATHLETES, EVENTS, CARTOONS, PRODUCTS & COMPANY, and SHOP. Below the navigation is a search bar and a link to the A-Z index. The main content area features several sections: a large image of people surfing with the headline "Five Ways to Celebrate International Surfing Day"; a smaller image of a person climbing a tree with the headline "Exclusive: Alex Midler's Photo Diaries"; a third image of a BMX rider in a stadium with the headline "Abandoned Silverdome Becomes BMX Dream Playground"; a photo of a surfer riding a wave with the headline "It's Firing Somewhere. Must Be Intl. Surfing Day"; and a section for "FEATURED EVENTS" and "UPCOMING EVENTS" with a thumbnail for the "Formula One World Championship 2015 Austrian Grand Prix".

# Microsoft Stories

People, places and ideas that move us

<http://news.microsoft.com/stories/>

Microsoft's Stories hub takes a people-first approach to delivering all kinds of human interest stories related to technology.

The Microsoft Stories website features a grid of news items. At the top left is a large article titled "UL Mayhem That Matters" with a photo of a firefighter in full protective gear. To its right are three smaller stories: "Ultimate Wingmen" (a day in the life of four Microsoft admins), "Cortana" (the smartest AI in the universe), and "Independence Day" (helping people with sight loss navigate cities). Below this grid are two more rows of three stories each. The first story in the second row is a "feature" about a man taking smartphone photography. The second is another "feature" about Cortana. The third is a "profile" of Jenny Lay-Flurrie, an accessibility guru who is climbing a brick wall. The fourth story in the second row is a "feature" about Station Q, a Microsoft Research lab. The fifth is a "profile" of Julia White, Office General Manager. The sixth is a "profile" of Alex Hebert, Xbox creative producer, in a room with a unicorn head. The bottom row contains three more stories: a "profile" of Microsoft Researcher danah boyd, a "feature" about Microsoft building the city of the future, and a "profile" of Kiki Wolfkill, executive producer of "Halo". Each story includes a thumbnail image, a category label (feature or profile), and a brief description.

# InnovateThink

## Curation from business and IT leaders

<http://innovatethink.com/>

CXO Media, from Cisco, uses Scoop.it Content Director to deliver a guide to the emerging technologies and issues shaping technology. The hub features “playlists,” videos, and infographics on disruptive technologies from all over the web.

The screenshot shows the InnovateThink homepage. At the top, there's a navigation bar with 'innovatethink' logo, a 'sign up' button, a search bar, and a 'log in' button. Below the header, a main article features a video thumbnail of a man speaking, with the headline 'Need to Get the Value Out of Big Data? Look to Entrepreneurs.' A subtext below the headline reads: 'Working with start-ups, or bringing them in-house, can help CIOs turn masses of data into real business value.' There's a 'Read More >' button and a small image of a man in a blue shirt. To the left, there's a sidebar with a 'Mobility' topic section. Below the main article, there's a navigation bar with links for 'top playlists', 'recent playlists', 'innovatethink blog', and 'create playlist'. The main content area has a 'discover' section with three cards: 'The plight of the global CIO', 'The World's First Computer Password? It Was Useless Too', and 'Agricultural Drones Give Farmers New Ways to Improve their Crops'. At the bottom, there's a 'knowledge stores' section featuring logos for 'CISCO', 'CIO', and 'MIT Sloan Management Review'.

# RingCentral

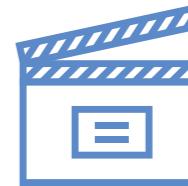
## Curating from the cloud

[https://blog.ringcentral.com/  
business-news/](https://blog.ringcentral.com/business-news/)

RingCentral's media team "scoops" business and media news to create a steady stream of content as part of its multi-faceted and highly trafficked blog.

The screenshot shows the RingCentral Blog homepage. At the top, there is a banner for "Introducing RingCentral Contact Center" with a "Learn more" button. Below the banner is a navigation bar with links: Customer Stories, RingCentral Tips, RingCentral UK, Business News, Developers, and Contribute. The main content area is divided into three columns: Business 30s, Cloud, and Mobile. Each column contains several news items with thumbnails, titles, and brief descriptions. The "Business 30s" column has two items. The "Cloud" column has two items. The "Mobile" column has two items. Each news item includes a "Scooped by RingCentral" logo and a link back to the original source.

| Category     | Title  | Source                      | Date       | Description  |
|--------------|--|-----------------------------|------------|--|
| Business 30s | Choosing a Business Partner? 4 Qualities to Look For       | www.businessnewsdaily.com   | 2015-06-19 | Looking for a great business partner? Entrepreneurs share the top qualities your co-founder should have.   |
|              | How to Start a Business Blog: Seven Essentials for Success | www.socialmediaexaminer.com | 2015-06-19 | Are you interested in starting a blog for your business? In this article you'll discover the seven critical elements you need for your business blog.  |
| Cloud        | RingCentral Gets Some Slack Magic                          | www.forbes.com              | 2015-06-19 | Out of seemingly nowhere, Slack has become a red-hot player in the enterprise cloud space. Yet not long ago, it was a failing game company. But over the past year, CEO Stewart Butterfield has transformed his company into a highly popular collaboration platform. And yes, he has raised huge amounts of [...] |
|              | 8 Great Ways of Building up Your Startup Capital           | tweakyourbiz.com            | 2015-06-12 |  |
| Mobile       | How your mobile phone actually saves you stress at work    | mashable.com                | 2015-06-13 | Mobile phones and laptops are both the disease and the cure to work FOMO.  |
|              | Measure Your Team's Intellectual Diversity                 | hbr.org                     | 2015-05-21 | Inventive thinking in a team setting is fueled by a blend of talents, skills, and traits that rarely all exist in a single person —such as an ability to see problems through fresh eyes, a knack for understanding a frustrated customer's complaints....   |



## About the author

*Content Hubs Are Here* was written by Barry Feldman of Feldman Creative. Barry is a content marketing consultant, copywriter and creative director. He writes for many of the web's leading online marketing websites and a vast array of businesses. Barry's recognized as a leader in online marketing and social media. Visit [www.feldmancreative.com](http://www.feldmancreative.com) for more information.

## Scoop.it

This eBook is brought to you by Scoop.it, a software service provider dedicated to helping businesses scale their content marketing to save time. Scoop.it Content Director is an easy to use, all-in-one platform designed to help you meet your content marketing goals. [Signup for a free demo of the platform today.](#)

An eBook by

**Scoop. *it!***