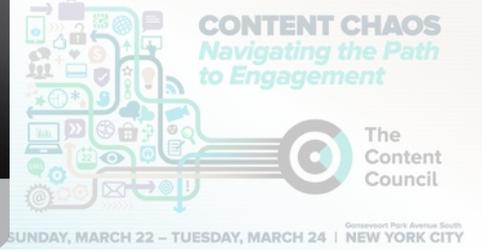


CONTENT EXCHANGE

The Content Council – The definitive source for content strategy, news and opinion.



Content Chaos: Navigating The Path To Engagement



Powering a Blog and Newsletter at 3X Speed

The Content Council, a leading non-profit organization for content marketing, was outsourcing their newsletter and were unhappy with the results. They wanted to create a newsletter that brought together digital articles from the best minds in content strategy, marketing, and creation - and eventually transfer that content into a blog, too. Partnering with PublishThis, they achieved their goals and more. Here's their story:



"We've cut the time it takes to produce our newsletter in half and still keep our audience thoroughly engaged. The built-in intelligence in PublishThis gives us fast access to highly relevant industry content."

Gemma Rainer, Associate Director,
The Content Council

THE CHALLENGE

When you want to be a thought leader in a category filled with them, you need to keep your finger on every pulse. The Content Council was at a crossroads with their email newsletter. They wanted **deeper engagement, more relevant content, and to take editorial control**, but the time and resources to do so were not available to them. With a smart but small team, finding a technology that would help them surface the best content online, tag and organize it for use, and publish it to their various digital destinations was going to be key to their success.

"The content strategy and marketing space is rich with excellent content but it takes time to sort the wheat from the chaff. Reviewing what was available each day proved a decidedly daunting task for our team and we needed a faster way to get to the best sources and targeted content for our audience," said Gemma Rainer, Associate Director.

THE SOLUTION

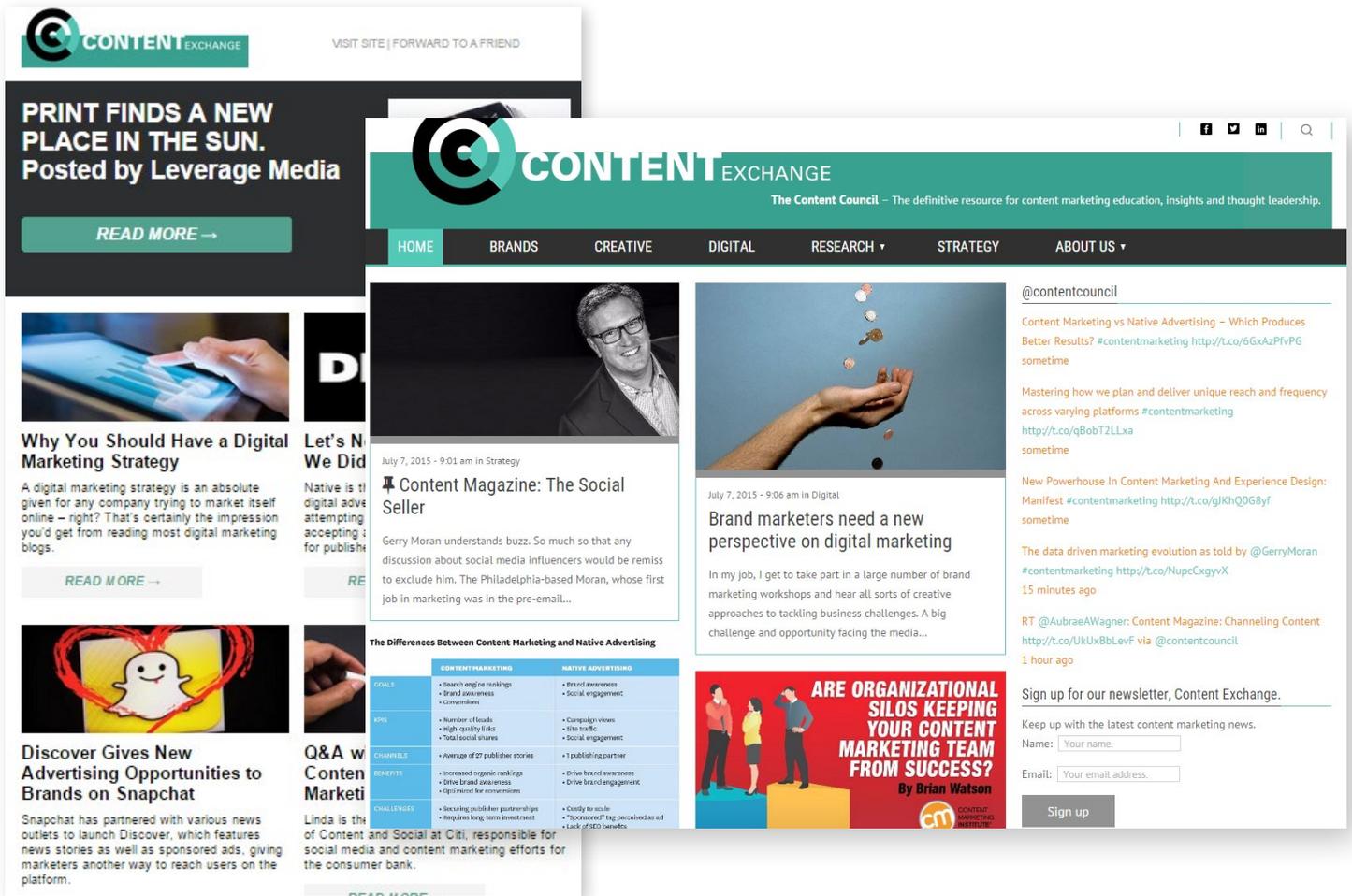
The PublishThis platform gave Gemma what she needed: **a real-time content platform with built-in intelligence** that could help her discover the best content to share in their regular newsletter alongside their original work. Working closely with the PublishThis Account Management team, she tuned the platform to only draw on her choice of highly-regarded sources and specific subject she knew would prove useful and engaging for her audience.

"Our PublishThis account manager has been absolutely top-notch. She helped ensure that I could save time finding engaging content to populate our newsletter and the process worked so well that we were able to also use PublishThis to also power our blog with the easy-to-use WordPress plugin," added Rainer.

THE RESULTS

The Content Council quickly re-launched their newsletter due to the steady influx of useful content surfaced in PublishThis. Because of the great content they were discovering, they were also able to launch the Content Exchange blog, which is updated daily with highly relevant content to ensure it is a go-to source for the content marketing community.

- **28% increase** in clicks
- **21% increase** in unique clicks per week
- **3x reduction** in time spent producing the newsletter



“PublishThis has helped us scale our efforts, letting us engage with our community more regularly through a newsletter and a blog that we are able to keep fresh with targeted, specific content from the best sources online.”
 –Gemma Rainer, The Content Council

Learn more about how PublishThis can help you deliver better content more often.

REQUEST YOUR FREE DEMO