



# Content Hubs Are Here

The secret to a long and prosperous life in publishing

an eBook by

**Scoop.** 

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## 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

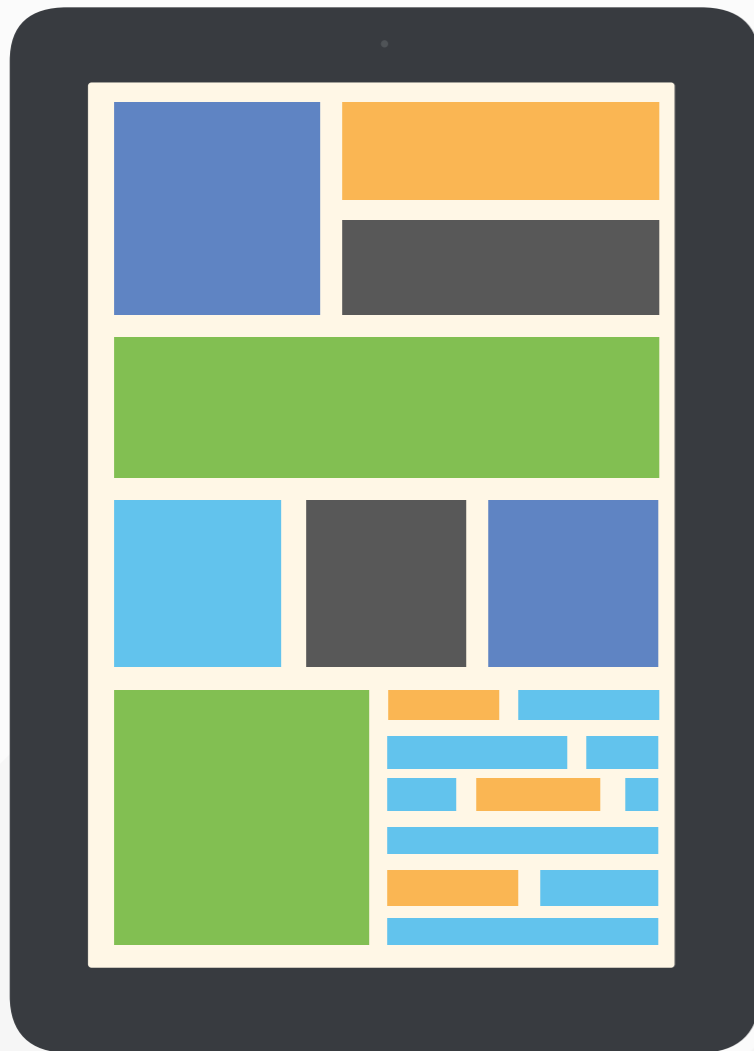
A content hub is a highly flexible forum in which you publish whatever you like (or more importantly, whatever your audience likes). The media mix may include video, audio, infographics, slides, articles, papers—your call. If it's digital, it's fair game.

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



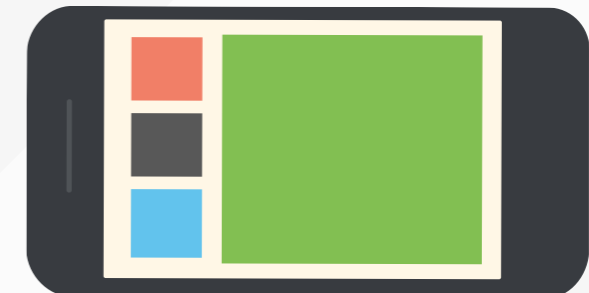
## Easy on the eyes

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

A large, stylized green number '2' is positioned on the left side of the slide, serving as a visual indicator for the second benefit.

## 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

A large, bold, green number '3' is positioned on the left side of the slide, serving as a visual indicator for the third benefit.

## 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

A large, bold, green number '4' is positioned on the left side of the slide, serving as a visual indicator for the fourth benefit.

## 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

A large, stylized green number '5' is positioned on the left side of the slide, partially overlapping the text area.

## 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

A large, stylized green number '6' is positioned on the left side of the slide, serving as a visual indicator for the sixth benefit.

## 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> <a href="http://blog.scoop.it">http://blog.scoop.it</a> <small>Settings - Analytics</small>	Content duration and website traffic: study finds 404% growth in 4 months 5:58 AM	5 easy ways to curate content on your blog 6:04 AM	Missing 1 post. Click to source		
Distribution Channels					
	27 Monday	28 Tuesday	29 Wednesday	30 Thursday	31 Friday
 <b>gdecugis</b> <a href="http://twitter.com/gdecugis">http://twitter.com/gdecugis</a>	Content Marketing Experts Reveal Which Brands are Pushing the Envelope 4:01 PM	The Top Online Lead Generation Tactics and Metrics 1:58 PM	Scoop.it ranks best content marketing software app by GetApp 6:57 AM	Missing 4 posts. Click to source	Scoop.it ranks best content marketing software app by GetApp 9:06 AM How to find the perfect blog post title: focus on everything else! 11:56 AM Missing 3 posts. Click to source
 <b>scoopit</b> <a href="http://twitter.com/scoopit">http://twitter.com/scoopit</a>	Content Marketing Experts Reveal Which Brands are Pushing the Envelope 3:11 PM	Publish good content on your blog: quantity matters too! 9:54 AM The Top Online Lead Generation Tactics and Metrics 1:58 PM	Missing 4 posts. Click to source	Missing 8 posts. Click to source	Scoop.it ranks best content marketing software app by GetApp 9:54 AM Missing 3 posts. Click to source
 <b>bbrevet</b> <a href="http://twitter.com/bbrevet">http://twitter.com/bbrevet</a>	Scoop.it ranks best content marketing software app by GetApp 3:05 AM No More Tricks: 5 Ways to Create Content That Google Wants to Rank 4:48 AM Content Marketing Experts Reveal Which Brands are Pushing the Envelope 3:43 PM	The Top Online Lead Generation Tactics and Metrics 1:58 PM	Missing 2 posts. Click to source	Missing 3 posts. Click to source	Missing 2 posts. Click to source

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.



# Sourcing: the secret sauce

The screenshot displays the Scoop.it Content Director interface. At the top, there are tabs for 'Planner', 'Content', and 'Analytics'. The main area shows a list of suggested content for the destination 'Lean Content Marketing'. The interface includes a search bar for keywords, a list of selected keywords (e.g., 'content curation marketing', 'lean content marketing'), and a 'Sort by' section with options like 'Relevance' and 'Freshness'. The content list features five items, each with a thumbnail, title, description, source, and social sharing statistics (Facebook, LinkedIn, Twitter, and StumbleUpon).

Item	Title	Source	Shares	Facebook	LinkedIn	Twitter	StumbleUpon
1	5 Indispensable Ways to Convert More Mobile Users by @searchrook	www.searchenginejournal.com - Today, 5:33 AM	406	48	37	313	8
2	New #MarketingNerds Podcast: Are You Implementing Leadership & Strategic Thinking to Your Marketing? by @Akiliboon	www.searchenginejournal.com - Today, 3:44 AM	392	40	35	309	8
3	What Skills Are Necessary to Be a Great Content Marketer?	contentmarketinginstitute.com - Today, 2:00 AM	500	40	176	270	14
4	Pinpoint vs. Floodlight Content and Keyword Research Strategies - Whiteboard Friday	maz.com - July 23, 5:15 PM	1k	130	176	959	131
5	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	22	16	16	6	6

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

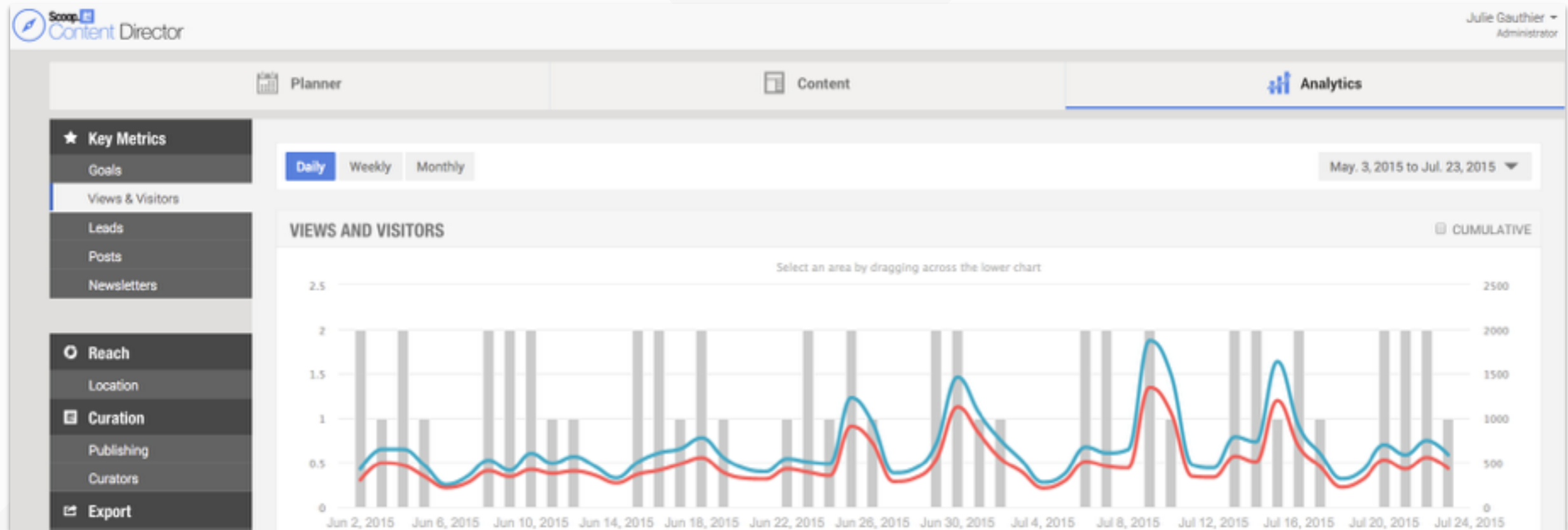
The screenshot displays the Scoop.it Content Director interface. On the left, a 'Planner' view shows a grid of content items scheduled for Monday (20) and Tuesday (21). The items are organized by destinations (WordPress, B2B SMB Influencers blogs) and distribution channels. On the right, a 'Content' view shows a 'Share' dialog for a post titled '5 critical SEO tips to curate content like a king'. The dialog includes a 'Share timeline' showing the post being shared by various users (JulieGTR, scoopit, hbrevet, gdecugis, Scoop.it, MarcFuski) at different times on July 20, 2015. The share dialog also features social media sharing options (Twitter, LinkedIn, Facebook, Google+) and a 'Schedule' button.

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.

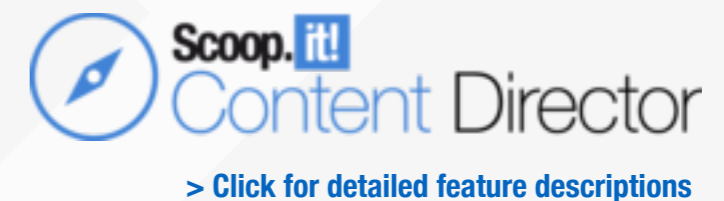


> [Click for detailed feature descriptions](#)

# 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.





# 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**

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 interface. At the top, there is a navigation bar with 'H&M LIFE' on the left and 'FASHION', 'BEAUTY', 'CULTURE', and 'VIDEO' in the center. On the right side of the navigation bar, there are links for 'LOG IN', 'MY H&M', 'UNITED STATES | USD', 'SHOPPING BAG', and 'CHECKOUT'. Below the navigation bar, there is a large banner featuring a Spotify logo and the text 'SUMMER PLAYLIST' with a sub-headline 'WE'VE CREATED A SPOTIFY PLAYLIST WITH ALL THOSE MAGICAL SUMMER TUNES' and a 'LISTEN' button. The banner also includes images of two women. Below the banner, there is a date 'JUN 3, 2015'. The main content area features an article titled 'THE DENIM JACKET' with a sub-headline 'THE ITEM' and a description: 'The denim jacket was made for the working man, but evolved into an essential item in most men's wardrobes. This is all you need to know...' and a 'READ THE STORY' button. Below the article, there is a section titled 'STEP BY STEP BEAUTY TUTORIALS' with five sub-images and their respective titles: '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 'Team Titleist' website interface. At the top, there is a navigation menu with links for 'GOLF BALLS', 'GOLF CLUBS', 'GOLF GEAR', 'PLAYERS', 'VIDEOS', and 'TEAM TITLEIST'. Below the navigation is a large banner with the text 'Welcome to TEAM TITLEIST' and a description: '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.' Below the banner is a section for 'LATEST BLOG POST' featuring a video thumbnail and the title 'WATCH: THREE GENERATIONS OF GOLFERS SHARING THEIR LOVE OF THE GAME'. Below the blog post is a section for 'LATEST FORUM POSTS' listing four posts with their titles, authors, and reply counts.

Post Title	Started by	Time Ago	Replies	Last Reply by	Last Reply Time
915 Stories	Brice Waddell	3 days ago	15 Replies	Chuck Z	Yesterday at 2:11 pm
Driver and fairway woods for senior golfer	harry h	2 days ago	2 Replies	steve b	Yesterday at 3:44 pm
Driver weights	Chris M	Yesterday at 2:41 pm	0 Replies		
Canada Bag	alex z	3 days ago	3 Replies	David T	Yesterday at 2:25 pm

# 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 Think with Google website homepage. At the top, there is a navigation bar with the 'think with Google' logo on the left and links for 'Industries', 'Platforms', 'Creative', 'Tools', and 'Products' on the right, along with a search icon. The main content area features a large hero image of an underwater scene with a diver. Below this, there are several article and infographic cards. On the right side, there are two smaller featured images: one of a man and a child working together, and another of a person looking at a smartphone. At the bottom right, there is a 'Think Newsletter' sign-up section and a 'Get Inspired' section with a 'Creative' tag and a 'YouTube Ads Leaderboard' section.

think with Google 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.

**Marketing to Millennial Dads**  
Advertising, Mobile

**Micro-Moments**  
Advertising, Mobile

**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

Think Newsletter  
Put insights in your inbox.  
SIGN UP NOW

Follow Think [S+](#) [Twitter](#) [LinkedIn](#) [RSS](#)

Get Inspired  
**Creative**  
Ideas that blend creativity and technology.

**YouTube Ads Leaderboard**  
Celebrating the YouTube ads that people choose

# 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.com website interface. At the top, there is a navigation bar with the Adobe logo, social media links (Like, Follow), and utility links (ABOUT CMO.COM, REGION, REGISTER, SIGN IN). The main header features the CMO.com logo and a search bar. Below the header is a navigation menu with categories: NEWS, INSIGHT, CMO EXCLUSIVES, ADOBE DIGITAL INDEX, CMO INSIDER, INTERVIEWS, SLIDE SHOWS, and EVENTS. The main content area is divided into several sections. On the left, there is a section titled "#CMOImpact Study" with a sub-header "ACCORDING TO THE '2015 CMO IMPACT STUDY,'" and a main headline "CMOs drive business results & so do CEOs who get marketing." Below this is a call-to-action "CLICK HERE FOR THE FINDINGS & RELATED INFOGRAPHIC." and a small illustration of a person with a dollar sign. In the center, there is a large image of a GE jet engine with a person inside, and a headline "How GE M&C Moved From Product Seller To Storyteller" by Giselle Abramovich, dated June 17, 2015. The article is categorized under "BRAND MARKETING | STRATEGY | PLANNING" and "BRANDING & COMMUNICATIONS". On the right, there is a sidebar with three article teasers: "Quick Chat: Darian Shirazi, Founder, Radius" (June 19, 2015) under "ANALYSIS & MEASUREMENT", "Digital Leadership In The C-Suite" (June 18, 2015) under "GENERAL MANAGEMENT", and "The CMO.com Europe Interview: Otto Rosenberger, CMO, Hostelworld Group" (June 17, 2015) under "BRANDING & COMMUNICATIONS". At the bottom, there is a "CMO Exclusives" section with four featured articles: "Marketing Intelligently: Three Steps For Success" (FROM THE FIELD), "How The Internet Of Things Is Disrupting Marketing" (THE DIGITAL CMO), "Ernst & Young: Data Is Key To Building Trust With Customers" (NEWS), and "Always-On Packaging - A Missed Opportunity For CPG Brands" (FROM THE FIELD).

# 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.

The screenshot shows the Williams-Sonoma Taste website homepage. At the top, there are navigation links for SHOP, ABOUT, and CONTACT US. The main title 'WILLIAMS-SONOMA taste' is prominently displayed. Below the title is a secondary navigation bar with links for RECIPES, COOK, DRINK, ENTERTAIN, MAKE, LEARN, MEET, and LIVE, along with a search bar labeled 'search Taste'. The main content area features several article cards:

- LEARN**: Free Technique Classes: Indoor/Outdoor Pizza (with an image of pizzas on a grill).
- COOK**: Shaved Zucchini Salad with Lemon, Mint and Feta (with an image of a glass salad).
- CELEBRITY CHEFS**: #SaltFireWater Dinner with Ivan Ramen + Lang Baan (with an image of a dining room).
- DRINK**: Our Top Picks for Wines with Summer Seafood (with an image of a seafood platter).
- COOK**: Apricot-Cherry Clafoutis (with an image of a baked dessert).

On the right side, there is a promotional banner for '30 DAYS & 30 WAYS To a Healthy New Year' with a 'SEE THE GUIDE >' link and an image of fresh produce. Below the banner is a search bar for recipes and social media icons for Pinterest, Facebook, Twitter, YouTube, Google+, Instagram, and Tumblr.

# 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 displays the OPENforum website interface. At the top, there is a navigation bar with the OPENforum logo, a search bar, and a user profile icon. Below the navigation bar, a personalized greeting "Hello, Barry" is shown. The main content area is organized into several sections: "Daily Brief" featuring a "DAILY INSIGHT" quote and a "JUST IN TIME" article; "Practical Insights" with a video thumbnail; "Growth Stories" with a video thumbnail; "Business Essentials" with a video thumbnail and an "OPEN VOICE" tag; "GETTING CUSTOMERS" articles including "OPEN for Discussion: Can Off-Topic Conversations Help Your Brand?", "Rev Up Your Social Reach With Picture-Perfect Posts", and "Elevator Pitch: Independence Day Clothing"; "GROWTH GUIDE" with a "Mentor Insights—On Your Schedule" article; "BUILDING YOUR TEAM" with articles on negotiation and virtual offices; and "MANAGING MONEY" with an article on alternative lending. A promotional banner for the OPEN Forum app is also visible.



# 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](#)



#### 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](#)



#### 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](#)



#### 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 'Project Rushmore' social media hub. At the top, the Harley-Davidson logo is on the left, and navigation links for 'MOTORCYCLES', 'H-DI CUSTOMIZATION', 'LEARN TO RIDE', 'TRY A BIKE', 'EVENTS', 'MUSEUM', 'COMMUNITY', 'OWNERS', and 'SHOP' are in the center. A search bar and 'Sign In | Create a Profile' links are on the right. The main banner features a group of motorcycles on a winding road at sunset, with the text 'SHARE YOUR VOICE' and 'Use #RUSHMORE across all your social networks to join the conversation.' Below the banner is the 'PROJECT RUSHMORE' title and a quote: '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.'

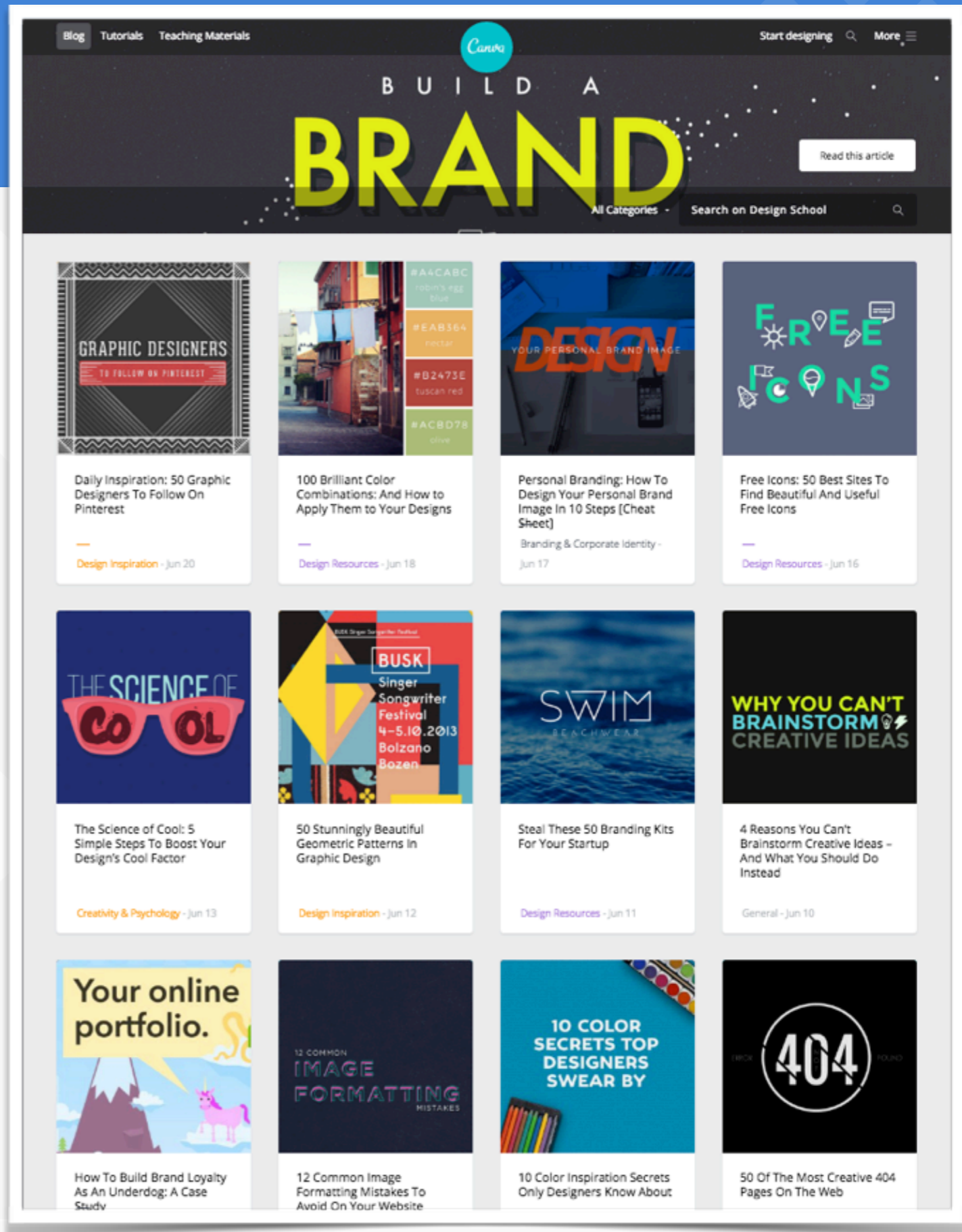
The page displays a grid of user-generated content. A 'HARLEY-DAVIDSON' section on the left offers 'The latest news, updates, and developments on what's going on at Harley-Davidson®' with a 'VISIT H-D.COM' button. The main grid contains several posts, each with a photo and a list of hashtags. For example, one post shows a red motorcycle with the caption 'New highway bars on the street glide. #streetglide #harleydavidson #harley #America #roller'. Another post shows a rider on a motorcycle with the caption 'Got the newly painted engine guard on, and look some cool pics before heading out for a quick night ride. #harleydavidson #hd #harley #tree...'. The grid also includes user avatars and handles like '@yarosautodetail', '@plug\_uglies\_customs', '@japitz14', '@cagatres0408', and '@racoon2015'.

# 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."



## 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 with a dark blue header. The navigation bar includes links for REDBULL.US, RED BULL TV, REDBULLETIN.COM, ATHLETES, EVENTS, CARTOONS, PRODUCTS & COMPANY, and SHOP. Below the navigation, there are categories like Adventure, Bike, eSports, Motorsports, Music, On TV, Discover, and More. A 'HOT TOPICS' section features links for 'Sign Up for the Red Bull.com Newsletter', 'Watch on Red Bull TV: 20 Seconds of Joy', 'BMX Athlete Rides Abandoned Silverdome', and 'Red Bull Sound'. The main content area is divided into several sections:

- SURFING:** A large image of people surfing with the headline "Five Ways to Celebrate International Surfing Day" and a sub-headline "Tomorrow is probably the best day of the year, so here are some ways to make it feel that way." by Brian Roddy on 18 June 2015.
- ROCK:** A headline "Watch Alabama Shakes Fire Up Bonnaroo at Sunset" with an image of a concert.
- BMX:** A headline "Abandoned Silverdome Becomes BMX Dream Playground" with an image of a BMX rider in a large arena.
- Exclusive: Alex Midler's Photo Diaries:** A headline "Pause a Moment for These Inspiring Images" with a photo of a person climbing a tree. The article is by Alex Midler on 18 June 2015. Below the headline is a "PHOTOS OF THE WEEK" section and a "The latest from Red Bull" list:
  - Unstoppable Hunt dominates again in Denmark
  - How to Train for a Supercross Championship: Cardio
  - Five Ways to Celebrate 'Go Skateboarding Day'
  - It's Firing Somewhere. Must Be Intl. Surfing Day
- It's Firing Somewhere. Must Be Intl. Surfing Day:** A headline with a photo of a surfer. The article is by Steve Root on 19 June 2015. Below the headline is an "ON TV" section: "Who knew the sport had its own day? Now you do, and we've got the videos to celebrate it!"
- FEATURED EVENTS:** A section titled "19" for Friday, June 19, featuring the "Formula One World Championship 2015 Austrian Grand Prix" in Spielberg, Austria, running until Sunday, June 21.
- UPCOMING EVENTS:** A section with three small images of events.

# 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.

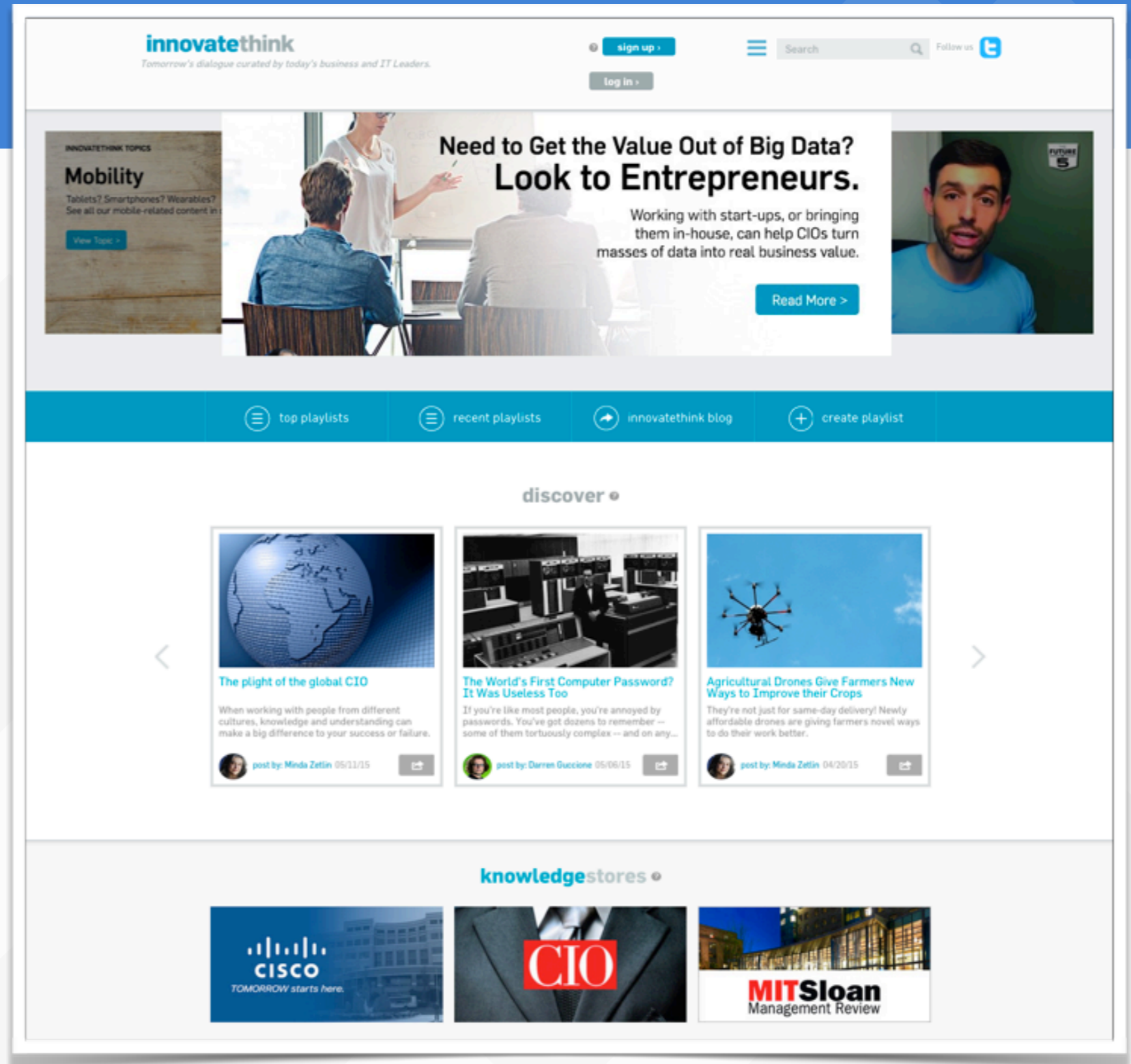
The screenshot displays the Microsoft Stories hub interface. At the top, it features the Microsoft logo, the word "Stories", and a "News Center" link with social media icons. The main content is a grid of article thumbnails. Each thumbnail includes a representative image, a category label (like "feature" or "profile"), a title, and a short introductory paragraph. The articles cover a wide range of topics, from safety technology and AI to accessibility, gaming, and corporate profiles.

Thumbnail	Category	Title	Summary
A person in a silver protective suit stands in front of a fire.	UL	Mayhem That Matters	A visit to America's most trusted steward of safety. <a href="#">Read more</a>
A stylized aircraft flying through a comic book sky.	Feature	Ultimate Wingmen	A day in the life of four Microsoft admins.
A close-up of a person wearing a hearing aid.	Profile	Independence Day	Helping people with slight loss navigate cities like never before.
A person climbing a metal structure.	Profile	By Design	Meet four people helping to design the future of Microsoft.
The Cortana AI interface on a screen.	Feature	Cortana	The smartest AI in the universe has your back.
A person in a blue jacket looking at a smartphone.	Feature	Phoning it in	National Geographic's Stephen Alvarez is taking smartphone photography to the next level.
A pick-your-path quest inspired by "Project Spark."	Feature	The keys to the kingdom	A pick-your-path quest inspired by "Project Spark."
A person climbing a brick wall.	Profile	Talk to the hand!	For Microsoft accessibility guru Jenny Lay-Flurrie, hitting a brick wall just means it's time to start climbing.
The logo for Station Q, a Microsoft Research lab.	Feature	The quest for a quantum future	Station Q is the Microsoft Research lab where computer science meets quantum physics.
Office General Manager Julia White.	Profile	Standing out from the crowd	Is Office General Manager Julia White the face of a new Microsoft?
Alex Hebert, Xbox creative producer.	Profile	Talking trash with Alex Hebert	Step into the Unicorn Den with Alex Hebert, Xbox creative producer and the quirky first lady of online gaming.
Microsoft Researcher danah boyd.	Profile	The kids are (still) alright	Microsoft Researcher danah boyd on the weird science of how teens act online.
A group of engineers in a meeting.	Feature	Why Microsoft is building the city of the future	Learn how a small, covert team of engineers invented a data-driven software solution that is
Kiki Wolfkill, Halo executive producer.	Profile	Game theory	A conversation with "Halo" executive producer Kiki Wolfkill about the franchise's ever-expanding universe.

## 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.



# RingCentral

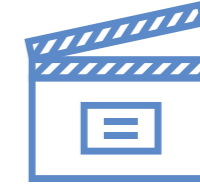
## Curating from the cloud

<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 displays the RingCentral Blog homepage. At the top, there is a navigation bar with links for "Blog Home", "RingCentral Home", and a search bar. Below this is the "RingCentral Blog" header and a featured banner for "Introducing RingCentral Contact Center" with a "Learn more" button. A secondary navigation bar includes categories: "Customer Stories", "RingCentral Tips", "RingCentral UK", "Business News", "Developers", and "Contribute". The main content area is organized into three columns: "Business 30s", "Cloud", and "Mobile".

- Business 30s:**
  - Article: "Choosing a Business Partner? 4 Qualities to Look For" (Scooped by RingCentral, from www.businessnewsdaily.com, 2015-06-19). Image: Interlocking puzzle pieces.
  - Article: "How to Start a Business Blog: Seven Essentials for Success" (Scooped by RingCentral, from www.socialmediaexaminer.com, 2015-06-19). Image: A key and a potted plant.
- Cloud:**
  - Article: "RingCentral Gets Some Slack Magic" (Scooped by RingCentral, from www.forbes.com, 2015-06-19). Image: RingCentral logo and Glip logo over a meeting scene.
  - Article: "8 Great Ways of Building up Your Startup Capital" (Scooped by RingCentral, from tweakyourbiz.com, 2015-06-12). Image: "Startup Funding" text over a hand pointing at a screen.
- Mobile:**
  - Article: "How your mobile phone actually saves you stress at work" (Scooped by RingCentral, from mashable.com, 2015-06-13). Image: Mobile phone and laptop with various icons.
  - Article: "Measure Your Team's Intellectual Diversity" (Scooped by RingCentral, from hbr.org, 2015-05-21). Image: A row of colorful popsicles.



## 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.

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