

## PROOF OF CONTENT (POC) PROGRAM

# Discover the Value of Intelligent Content Curation

Vestorly's *Get Started with Content Curation* program offers an inexpensive, quick and low risk method for companies to begin leveraging content effectively.











## Who It's For

- Companies that need a reliable source of intelligently curated content.
- Companies that need streams of content inventory to feed their marketing.
- Companies that want to evaluate Vestorly's solution before full integration.

## What You Will Receive

- Vestorly account set-up with your company's information.
- Daily feed of 5 curated articles based on your guidelines to publish on your social media blog or website.
- Corresponding titles, comments and hashtags for each article
- Dedicated Vestorly content curation account specialist.
- Weekly reports of content usage.

## Program Features

-  Choose up to 4 Vestorly curated content categories
-  Create 1 custom content feed
-  Account set-up by Vestorly's content curation specialists
-  One month of Vestorly's white glove content curation
-  Assistance with curation editorial guidelines and strategy
-  Kick-off meeting to establish program goals and metrics
-  Optional Add-ons
-  Content compliance - optional feature of Compliance Cop™
-  Additional content categories and custom content feeds
-  Option to expand POC into longer evaluation period

# Program Process

1. Account set-up
2. Establish curation guidelines
3. Establish program metrics
4. Begin daily curation feed
5. Weekly meeting and engagement report
6. Final program report and evaluation
7. Transition to full scale implementation



## Program Results

- ✓ No pain no risk method to evaluate Vestorly's content curation engine
- ✓ Easy stepping stone to implement full scale Vestorly functionality



Sign up today. Contact us for more information.