Curata Content Marketing Platform

Why This Editorial Calendar Is Right for You

You want to...

✓ Increase leads
✓ Increase production
✓ Improve your strategy
✓ Streamline distribution
✓ Coordinate with freelancers

And yet...

Research shows that less than 69 percent of people reading this use an editorial calendar for content. It also shows 48 percent of marketers don’t have a documented content strategy, and 20 percent of marketers don’t have any content strategy at all!

The Curata CMP Calendar Solution

Get What You Want

• Track all content—past, present and future—with a single editorial calendar.
• Enjoy visibility into all content created, by whom, for which audience, and more.
• Improve collaboration and communication across content creation teams, without requiring external parties to work in Curata CMP.
• Automatically index and tag previously published content.
• Optimize repurposing of existing content.
• Simplify future content audits.

Features

• Customizable calendar fields with the option to export to other calendars.
• Attach corresponding emails to projects for a paper trail. Track and store content ideas.
• Customizable calendar, with the option to export to Gmail or Outlook to share with sales.
• Individualized assignment and tasks dashboard with automatic deadline reminders.
• Marketing automation and CRM integration.
• Dedicated customer success manager for effective adoption and integration.

“The Curata platform is a great communications and planning tool. It has helped us think ahead and be more strategic with our content plans.”

Megan Hand, Content Marketing Manager, National Life Group

Curata CMP is built for insight and alignment, company-wide. Scale content, grow leads and revenue