

IBM'S BIG DATA AND ANALYTICS GROUP RELIES ON CURATA TO FIND RELEVANT CONTENT TO INFLUENCE PROSPECTS AND ATTRACT INFLUENCERS

THE SITUATION

IBM marketing is focused on four key developments for its customers and prospects: social, mobile, cloud, and big data and analytics. As a leader in all the major technology transformations in the past 70 years, IBM looks to maintain its front-runner position in the technologies and platforms of the future.

A central resource for information inside and outside IBM is the [Big Data & Analytics Hub](#). But, the Hub was not always an around the web view of information, content and conversations regarding big data and analytics for the enterprise.

A few years ago, the Big Data & Analytics marketing team realized the Hub needed to change to attract and retain visitors and appeal to social networkers. Social visitors came from a dynamic place where information changed constantly. The Hub did not offer the same level of content refresh and interaction. "We also needed to present the best thinking from the web as well as within IBM," said Matt Carter, program director, IBM Digital Marketing, Big Data & Analytics.

THE CHALLENGE

As part of the Big Data & Analytics Hub rebuild, Carter's marketing team added an "Around the Web" tab. They did not have the resources nor time to scour the web each day to find items that are according to Carter, "objective, balanced, and vendor neutral." The site has to be more informational and educational than promotional for IBM to be a credible resource.

But, what information would be most interesting to IBM's clients and prospects? It starts with gathering intelligence about popular search terms, topics, and themes related to big data and analytics. IBM colleagues provide that information on a regular basis. With those insights, the big data & analytics team has to find a match anywhere and everywhere on the web. With both big data and analytics among the hottest topics in technology, there is no lack of material.

THE SOLUTION

To find needles in the web haystack, the IBM team (formerly Netezza) selected Curata, content marketing software that arms marketers with the capabilities to find, organize, annotate, and share information. Curata delivers articles to an IBM dashboard each day where marketers decide what to post to the "Around the Web" of the Big Data & Analytics Hub.

"Curata software is the principal way the site is infused with content that is balanced for visitors to educate themselves," explained Carter. Now, the Big Data & Analytics social sites are populated with content that leads back to the Hub where the networkers find constantly refreshed content and more conversations.

The Hub, which complements [ibm.com](#), feeds the top of the sales funnel/thought leadership with what Carter called "objective polish that's needed to excel in content marketing today."



At-a-Glance

Company

IBM Big Data & Analytics
www.ibm.com/big-data/us/en

Challenge

To make IBM's Big Data & Analytics hub a dynamic, credible source of information from across the web that is valued by prospects and clients.

Solution

Use Curata software and dashboard to find content that maps to popular themes, topics and searches for IBM's Big Data and Analytics hub.

Benefits

- The "Around the Web" tab of the Hub helps establish IBM as a thought leader with relevant third-party content.
- The site supports the linkage with social media sites, drawing networkers to more content in the Hub.
- The Hub supports IBM's efforts to attract contributors and influencers to the site and other big data and analytics online and social programs.



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THE RESULTS

During a one year period the new Hub delivered impressive numbers: a 291% increase in social referral traffic, a 269% jump in average time spent on the site, and 151% rise in organic search.

The site has also played an integral role to identify and secure outside contributors and influencers for other big data and analytics programs. With Curata produced content, credibility is earned with third-party and vendor agnostic information. The Hub helps IBM to recruit participants for its Big Data Bytes online show, regular Tweet chats, and a Google+ hang out site.

The Big Data & Analytics hub is a perfect example of what Curata calls a "Market In" approach explained in Curata's "[The Four Steps to Content Marketing Enlightenment](#)." Such an approach features a "market first, product last" focus based on regular curation, content teams, and a willingness to find outside material.

About IBM Big Data & Analytics

IBM has established the world's deepest portfolio of Big Data and Analytics technology. Today, more than 400 IBM mathematicians and 6,000 industry solution business partners are helping clients use big data to transform their organizations. Additionally, IBM secured 1,500 Big Data and Analytics-related patents in 2013 alone, and continues to engage and build solutions and skills across a broad community of 1,000 university partnerships, 135,000 Big Data University enrollments and a worldwide network of nine Analytic Solutions Centers. IBM has made a multi-billion dollar investment in big data and analytics – \$24 billion since 2005 thru both acquisitions and R&D – to extend its leadership position in the strategic market for business analytics.

About Curata

Curata, Inc. is the leading provider of business grade, content curation software that enables marketers to curate the most relevant and highest quality content as part of their content marketing strategy. Best-in-class marketers across a wide range of industries rely on Curata to quickly find, organize, annotate and share content on specific issues or topics in order to establish thought leadership, own industry conversations and drive qualified web traffic. Curata was founded in 2007 and is headquartered in Cambridge, Mass. For more information, visit <http://www.curata.com>, subscribe to the [Curata Blog](#), call 617-229-5544 or email info@curata.com.