

Curata enables the Economic Development Council of Western Massachusetts to deliver the leading business development news and social media resource

The Situation

How does a private, non-profit corporation establish itself as the region's premiere, go-to resource for business development? That was the challenge facing the Economic Development Council of Western Massachusetts (EDC), charged with delivering the services and business resources that enable companies to thrive in Western Massachusetts. With a mission to stimulate and facilitate a vigorous regional economy, encouraging and sustaining capital investment and quality job growth, the EDC needs to stay top of mind for local companies and those interested in entering the region.

The Challenge

While the organization's blog had been up for some time, it had gained little traction. "We didn't have the time to consistently produce blog posts," explains Michael J. Graney, Senior Vice President of Business Development for the EDC.

Instead the EDC was relying on a daily email newsletter to share timely news. Unfortunately, Graney and his small staff were spending nearly two hours per day reading online newspapers to populate their newsletter. To make matters worse, they lacked a Web site archive for these news clippings. "We were spending a lot of time for little return," continues Graney.

The Solution

With HiveFire's Curata content-curation solution, EDC can efficiently gather and disseminate news to companies in the region and beyond. Once Curata identifies a relevant article, the engine automatically analyzes the content and extracts key information for the EDC team. EDC employees can then review and curate hundreds of articles and topics within minutes. After this, Curata automatically publishes the content on thousands of pages on the EDC Web site. "In addition to saving us a tremendous amount of time and effort, Curata actually helps us improve over time to find ever more relevant stories and information," says Graney.

In fact, Graney finds the Curata solution empowers the EDC to comb the Web for information about niche markets. "The Curata solution is the perfect fit for any organization needing to find and present information specific to its field of expertise. It makes it easy to find information of interest, which is nearly impossible to consistently do on your own over time. In addition, it cross-references and stores all information in archivable formats so you can build a valuable, reusable repository," continues Graney.

The Results

Expanding exposure while saving time

Whereas it previously took Graney's staff 90 minutes to gather and curate articles, it now takes 15 minutes per day. The EDC is easily able to deliver the information and news the business community is seeking – without having to worry about continually coming up with germane topics. "In addition to augmenting our existing content, HiveFire expands exposure to our blog posts," explains Graney.

continued

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—Michael J. Graney, Senior Vice President of Business Development, Economic Development Council of Western Massachusetts



At-a-Glance

Company

Economic Development Council of Western Massachusetts (EDC)
www.westernmassedc.com

Challenge

Efficiently disseminate news and increase blog readership

Solution

Used HiveFire to augment existing content: News.westernmassedc.com

Benefits

- Cut time to aggregate and publish news stories from 90 to 15 minutes per day
- Increased exposure of blog posts
- Reduced demands to produce in-house content
- Gained new revenue stream
- Increased influence over Western Massachusetts Businesses to host content on the portal
- Gained integrated email marketing system that requires zero administration



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CASE STUDY

The Results *continued*

Gaining a competitive edge

The Curata solution provides the EDC with the competitive edge it was hoping to gain. "Being perceived as the place to go for business news is consistent with our mission. It reflects well on us that we're on top of the latest news and using cutting-edge technology," concludes Graney.

By establishing itself as the premiere source of business news, the EDC is increasing the amount of traffic to its site. In addition to expanding its reach, the EDC is able to drive additional revenues by displaying advertisements on its site

Tapping into unexpected benefits

While the EDC is thrilled with the results to date, it's eager to take advantage of additional Curata features. With Curata, the organization can send targeted messages to its mailing list and tie its news feed into social-networking sites including LinkedIn, Twitter, and Facebook. "While Curata is predominantly a communications tool, it's also a useful marketing tool. These capabilities will help distinguish us in the industry, and reinforce our expertise," concludes Graney.

About the Western Massachusetts Economic Development Council

Formed in 1996, the Western Massachusetts Economic Development Council (EDC) successfully brings together the three-county western Massachusetts region's public, academic and private leadership to create a positive environment for economic growth and opportunity. Centralized coordination, effective collaboration and comprehensive professional services are its unifying foundation. The EDC is a private, non-profit, organization. For more information, visit www.WesternMassEDC.com.

About Curata from HiveFire, Inc.

HiveFire, launched by a team of MIT engineers, enables companies to automate the organization and the curation of relevant industry content for internet marketing and social media marketing. HiveFire specializes in leveraging advanced technology to provide powerful means of managing information for corporate marketing executives. HiveFire engineers and scientists work with machine learning, natural language processing, and information retrieval. HiveFire's team consists of engineers and researchers with experience from MIT, Google, Microsoft, Veritas, NetApp, Sun, Compete and other search-related technology companies. For more information, please visit www.getcurata.com. To learn more about content curation, visit www.contentcurationmarketing.com.



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