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B2B Marketing
CHEAT SHEETS
Crowd Curation

What It Is

- The 'curated crowd' approach is basically moderation of crowds to identify people, who will be able to provide relevant information.

- Curation is usually conducted by introducing a survey for users to participate in order to understand if their profiles fit and meet the criterion of database requirements.

What it is not

- Crowd curation does not imply authoritative selection. It is an individual choice of singular items.

- Curation is not about creating bigger crowds. The information your contributing users provide need to translate to better results.

- It is not about dictating, it is about moderation.

Best Practices

- Anyone can be on the crowd, from a monkey with a crayon to a child with a lot of time on hand. The best way to filter everyone who wishes to join your crowd; is a quick survey or questions that can establish their credibility, authority and relevancy to the project.

- While you may provide specific instructions for contributions, do not expect people to obey them. Always verify data before integrating with house lists.

- Marketers need to realize that they need to listen more. Crowd curation provides a platform for the audience to engage and 'do the talking'.

Take Crowdsourcing to the next level of Curation and Crowd on the Cloud

Dictionary

Data Curators / Stewards – Are people who ensure data is credible, reusable and accessible.

Data Curation – Managing data over its lifecycle.

Digital Curation – Collection, selection and maintenance of digital assets.

Data Governance – The combination of data management, business process management and data quality.

Data Quality Dimensions – Includes accessibility, accuracy, completeness, consistency and credibility.

Benefits

- With crowd curation you can keep an ear open to customer conversations. This will help in understanding issues and addressing them before they escalate.

- You can get insights about what the audience want "you to tell them" rather than tell them "what your brand can do for them."

At Info CheckPoint we curate crowds and verify information before adding data to our database.

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