



## ACTIVITY 16

# CONTENT AGGREGATION



Imagine you're a VA working with a renowned marketing coach, "Marketing Mojo with Mike." Mike is passionate about empowering entrepreneurs with the marketing knowledge and strategies they need to succeed. To keep his audience engaged and inspired, he wants to create diverse social media content covering marketing tips, the entrepreneurial mindset, and industry trends.

Your Task:

Your challenge is to leverage the power of content aggregation tools (Feedly, Flipboard, and Pocket) to gather high-quality articles for Mike's social media content. Here are the 3 key topics Mike wants to cover:

- Actionable Marketing Tips: Share practical and easy-to-implement marketing strategies that entrepreneurs can use to grow their businesses.
- Entrepreneurial Inspiration: Spark motivation and a growth mindset by curating stories, interviews, and advice from successful entrepreneurs.
- Emerging Marketing Trends: Stay ahead of the curve by identifying the latest trends and innovations shaping the marketing landscape.



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### Instructions:

Step 1: Conduct a bit of research on the suggested tools to weigh their pros and cons. Choose any of the suggested tools to complete this task.

Step 2: Once done, it's time to gather 5 impactful articles for each of the 3 topics.

### Remember:

The key is to leverage the strengths of each platform to efficiently gather and curate valuable content that aligns with Marketing Mojo with Mike's goals. By using content aggregation tools strategically, you can ensure Mike's social media channels are a constant source of valuable marketing insights, inspiring stories, and cutting-edge trends, keeping his audience engaged and empowered for success!



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