



PRODUCT BROCHURE

Faster, simpler, better: Creating Newsfeeds with Scope Content Suite

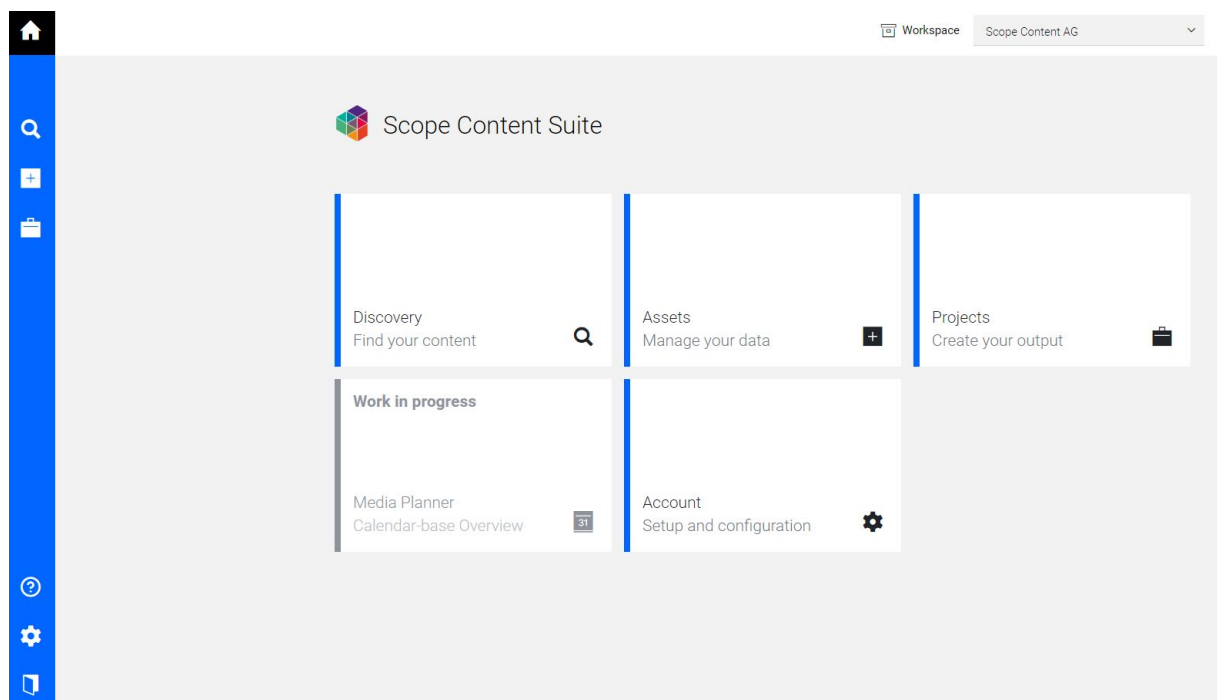
May 2020

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Reach your target groups more efficiently

We help our customers to reach their target groups in a time- and resource-saving manner. With us, they always have enough content for their website, their social media channels are never empty, and sending the newsletter becomes one of the easiest tasks.

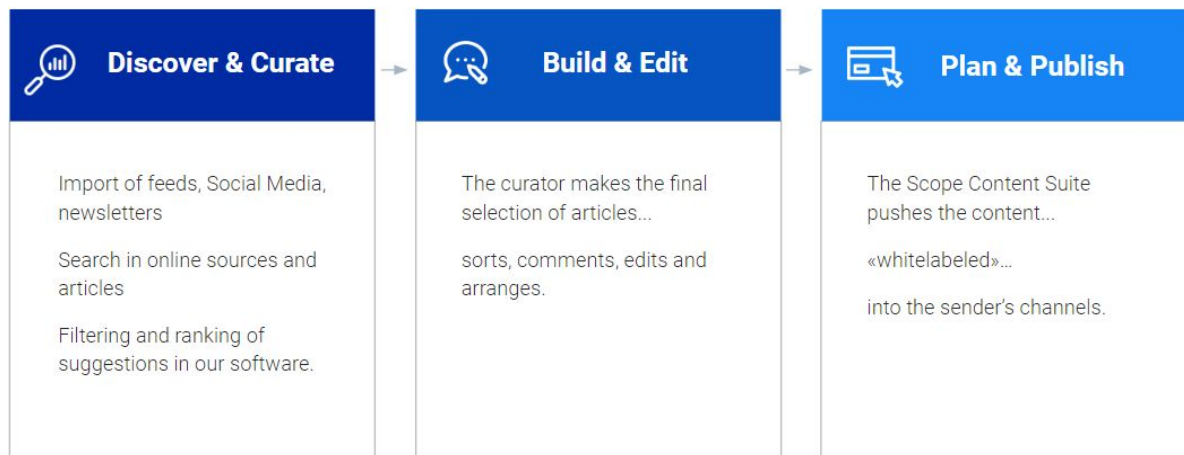


Because the Scope Content Suite supports the complete process of finding, selecting, compiling and publishing content, you send out your newsletter (or publishing content to other channels) 5 to 6 times faster than before. Our animated video explains in just 90 seconds how our software and the described process is working: [Watch the video now!](#)



About finding the right content and using it

Our Scope Content Suite supports the communication with curated content in the following three phases:



Discover & Curate: suitable articles for your target group

With our support, our clients define topics, search terms and relevant sources such as blogs, social media channels, RSS feeds or other newsletters. Our software thus continuously searches thousands of sources and always delivers up-to-date articles that interest the target group(s).

Build & Edit: selection and classification of the best articles

The curator selects the most appropriate articles and writes a commentary on why this text is worth reading, or provides a classification or additional explanation. If necessary, own content can be combined with the curated content; it is also possible to use only own content (see detailed below). Either way, editorial flow text can be added to the news feed in our editor. In addition, thanks to the modular structure, all elements can be moved easily by dragging and dropping.

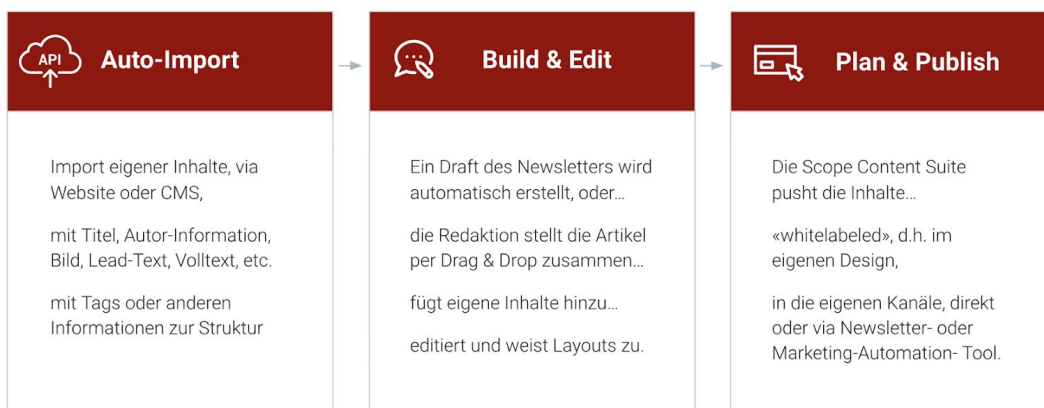
Plan & Publish: planning and publishing news feeds

We speak of a "newsfeed" because the content can be sent as a newsletter independent of the channel and/or published on a website or social media. No matter which communication channels (web, social media, e-mail, blog, RSS) our customers use: Scope relies on consistent "whitelabeling" and integrates seamlessly into existing environments while adhering to all CI/CD and brand guidelines.

Communicate more efficiently with own content

Scope not only supports companies and organisations in communicating with curated content, but also streamlines the processes involved in publishing only their own content as newsletters and other channels.

The web-based software provides support in three phases here as well:



Auto-Import: «import» content from CMS or website

An API interface is used to import all content, including relevant information such as title, author, image, lead, etc., from the company's CMS or website into the Scope Content Suite. It does not matter whether this content has already been published or is still in "draft" status. The articles can be automatically (or

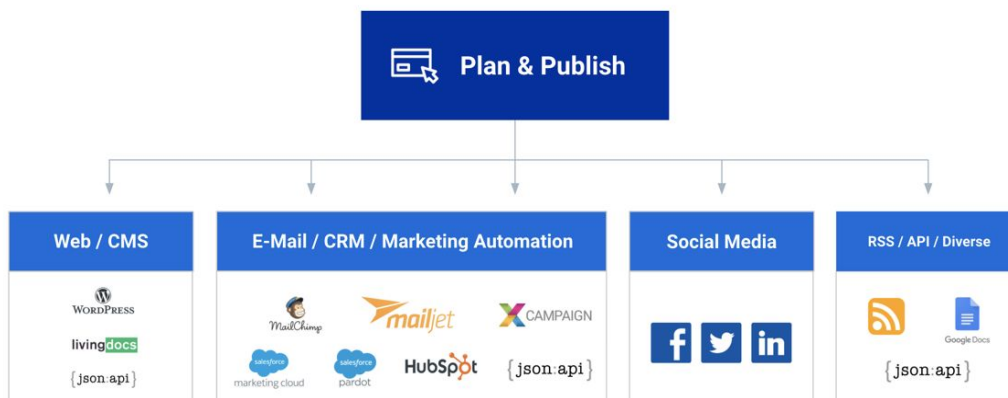
manually) tagged, categorised and assigned to different target groups

Build & Edit: selection and classification of the best articles

A draft of the newsletter (or the publication for another channel) can be created automatically or the editorial team can compile it manually and, if necessary, supplement the selection with additional content and assign one of the design templates.

Plan & Publish: planning and publishing news feeds

The content is published on the desired channels simultaneously or staggered. There are practically no limits. The Scope Content Suite supports publication on a website or in a CMS, as e-mail and in marketing automation systems such as Hubspot or Salesforce, as well as various social media channels and via API or RSS feed. The only requirement for connecting additional channels is the existence of an open interface (API).



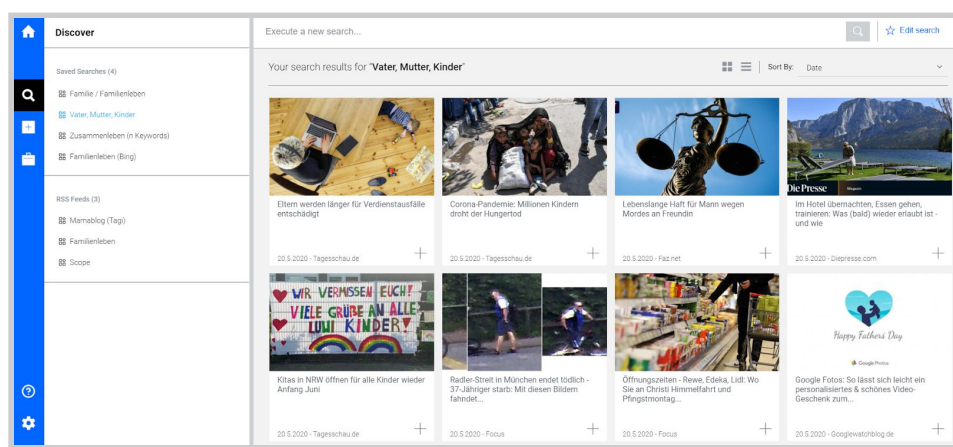
Conclusion: The software considerably reduces the time needed for communication. Experience shows that our customers save at least half of the time on average when using it frequently. This applies to communication with only curated or only own content, or a combination of both.

How the Scope Content Suite works

Three steps are enough to publish a newsfeed, e.g. a newsletter, with the Scope Content Suite:

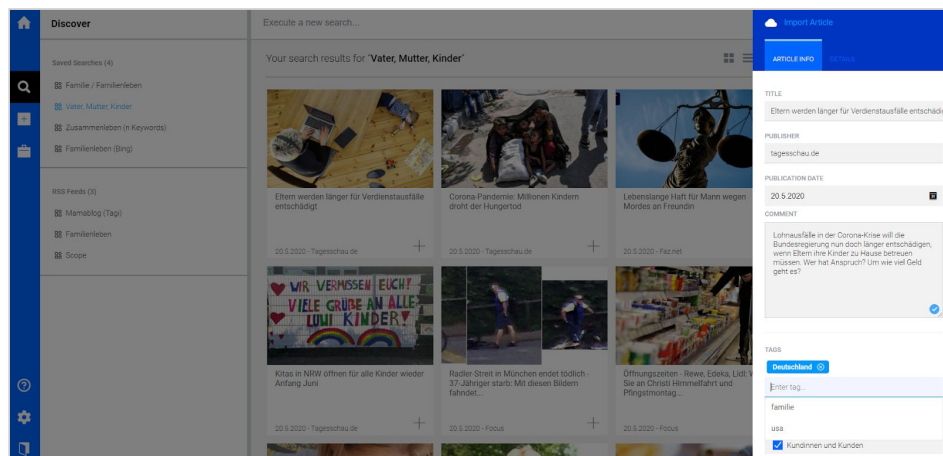
1. Find your articles

Use pre-saved keyword searches and RSS feeds to find news articles on any topic in any language.



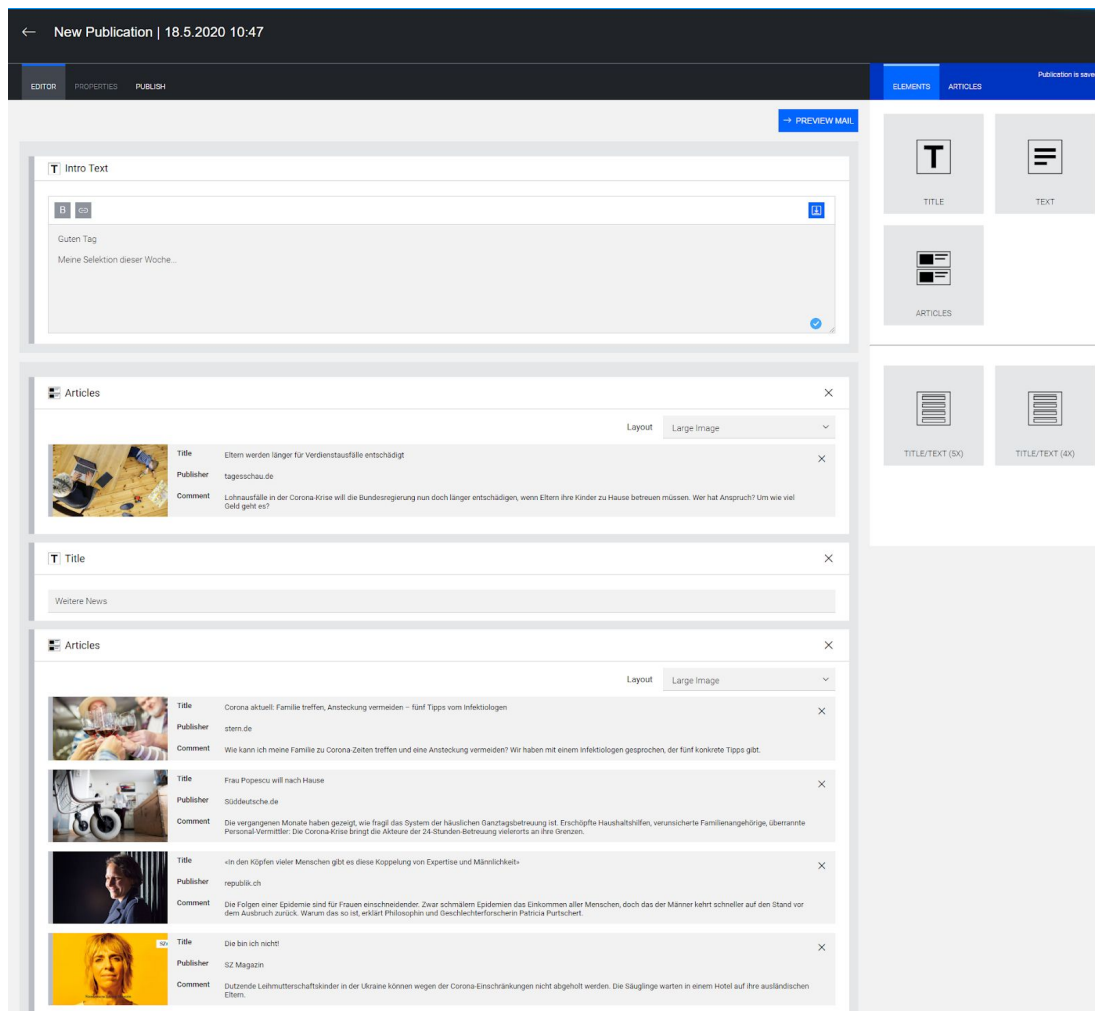
2. Select articles

A click on the plus symbol (+) is enough to select an article and add a comment why it is worth reading. Afterwards, the article can be tagged and assigned to one or more target groups ("project").



3. Create and publish newsfeed

In the editor, the newsfeed can be put together flexibly by combining modules such as title, text or articles as you wish. After a brief check using the "Preview"-function, the newsfeed / newsletter can be published.



Serving different stakeholder groups

The readers of your newsfeeds can be various stakeholder groups, for example: customers, interested parties, members, employees, shareholders, politicians. They all do not want to receive the same content, but to be addressed individually.

In the Scope Content Suite, a specific template can be created for each stakeholder group. It is also possible to assign individual articles to only one or more target groups at the same time. This

makes it possible to provide specific content to two or more stakeholder groups with minimal effort.

Curated Content is not just easy to send out, it also comes with a high level of acceptance, resulting in high opening and click rates and low unsubscribe rates.

6 Reasons why Scope is good for you

Scope provides a software to companies and organizations that makes it easier to find, compile and distribute curated content:

1. You'll find new content that you can put in relation to your brand.
2. You can avoid or at least reduce the time-consuming task of creating your own content.
3. You're able to publish your newsfeeds, e.g. your newsletter up to 6 times faster than before – even if you just use your own content.
4. You add value to your customers or members by sharing interesting and high-quality specialist knowledge. In our experience, this type of content is much more appreciated than promotional newsletter content.
5. You save time, because with our software everything can be found, collected, bundled, scheduled and published on various channels – all from one source and in one place.
6. You can benefit from our large network of experienced curators, many of whom have been active in this field for many years.

Real newsfeeds created with Scope

Paid newsletter on health topics

The "Spitex Report" is a curated overview of health related topics, combined with own content such as exclusive interviews and background reports. The Spitex Report is aimed at decision-makers of Spitex organisations in Switzerland.



Guten Tag Trinh-Lay Wonesky

Sie erhalten den Spitex-Report April 2020 unter anderem mit folgenden Themen:

Bundesrat Alain Berset besucht Spitex K niz
Gesundheitsminister Alain Berset besucht die Spitex K niz und zeigt sich beeindruckt von den Leistungen der Mitarbeitenden.

Betr gereien von Spitex-Organisationen
Die CSS-Krankenversicherung fordert drei Millionen Franken von Spitex-Organisationen zur ck. Marcel Durst, Gesch ftsf hrer vom ASPS, wehrt sich gegen Vorw rfe.

Weiterhin viel Corona
Schweizerinnen und Schweizer – und damit auch Spitex-Organisationen – leben zunehmend mit dem Corona-Virus. Eine neue Realit t wird fassbar.

[Report ansehen](#)

Neuausrichtung Spitex-Report

«Spitex-Report bleibt das Herz»
Der Spitex-Report geht in der Plattform Spitex-Drehscheibe auf. Sie wird damit zum digitalen Hotspot der Spitex-Branche. Die Spitex-Drehscheibe verfolgt weiterhin das Ziel, den Spitex-Top-Kadern sowie Interessierten relevante Informationen aufzubereiten und Services anzubieten, die den Alltag vereinfachen. [Weiterlesen](#)

«Kernwerte bleiben unver ndert»
Vor  ber f nf Jahren ist der Spitex-Report entstanden. Nun wird er Teil der Spitex-Drehscheibe. Das Management wird mit **Heinz M. Schwyter** erweitert. Was sind die Hintergr nde? [Weiterlesen](#)

Wie gehen Spitex-Organisationen mit der Pandemie um? Vier Spitex-Topkader antworten.

Spitex Sch tz, LU: Die steigenden Materialkosten sind ein  rgernis
Bei der Spitex Sch tz hat die Corona-Pandemie dazu gef hrt, dass die Strukturen angepasst werden mussten. «Es erf llt mich mit stolz, dass wir innerhalb k rzester Zeit viele Arbeitsprozesse optimieren konnten», sagt **Irene Kneub hler**, Gesch ftsleiterin der Spitex Sch tz. [Weiterlesen](#)

Spitex St.Gallen West, SG: Relevantes im Fokus
«Wann m ssen die Mitarbeitenden, wann die Kundinnen und Kunden  ber welche Kan le mit welchen Informationen versorgt werden? Diese Frage besch ftigte mich sehr und besch ftigt mich noch immer», sagt **Patrick Wyss**, Gesch ftsf hrer Spitex St.Gallen West. [Weiterlesen](#)

Spitex Imboden, GR: Mitarbeitende machen tollen Job
Dass er die Mitarbeitenden nicht mehr so oft sehen kann,  rgert **Emanuele Forte**, Gesch ftsleiter der Spitex Imboden, GR, besonders. «Das pers nliche Gespr ch ist ein wichtiger Teil meiner Aufgabe.» Er zeigt sich beeindruckt, wie sich alle Mitarbeitenden trotz erschwerten Bedingungen f r die Kundinnen und Kunden einsetzen. [Weiterlesen](#)

Spitex Rhycare, SG: Hygienemassnahmen brauchen weiterhin viel Aufmerksamkeit
«Die Hilfsbereitschaft im Team war enorm», sagt **Peter Seitz**, Gesch ftsf hrer der Spitex RhyCare. Als F hrungskraft ist ihm wichtig, weiterhin konsequent die Hygienemassnahmen in Erinnerung zu rufen. «Hier darf es keine Nachl ssigkeit geben!» [Weiterlesen](#)

«Spitex gegen Corona»-Twitter-Wall

Hier sind Sie stets auf dem Laufenden.

Curated newsletter on regional economic topics

Kaufmännischer Verband Bern, Solothurn, Aargau - Standort Aarau-Mittelland curates weekly economic and professional news from the regions for its members.



**kaufmännischer
verband**
mehr wirtschaft für mich
im aarau-mittelland

NEWSLETTER

Liebes Mitglied

Der Lockdown ist beendet. Wie geht es Ihnen dabei?

Trotz den Lockerungen beschäftigt uns das Coronavirus weiterhin in allen Bereichen unseres Alltags – so auch im heutigen Newsletter.

Wir wünschen Ihnen eine gute Woche – und bleiben Sie weiterhin gesund.

Ihr Kaufmännischer Verband Aarau-Mittelland

Wirtschaft im Aargau

«Es fühlt sich an wie eine Neueröffnung» – Shoppi Tivoli öffnet nach dem Lockdown seine Pforten



Seit gestern dürfen im Spreitenbacher Shoppi Tivoli wieder alle Geschäfte ihr Waren verkaufen. Ein Stimmungsbericht der Aargauer Zeitung.

[Mehr...](#)

Die Aargauer Alternative zur Tracing-App kommt aus Obersiggenthal



Die Website [aargau.ch](https://www.aargau.ch) macht die Verbreitung des Coronavirus auf lokaler Ebene sichtbar. Dazu sind weder Download noch Installation nötig.

[Mehr...](#)

Aargauer Arbeitslosenquote springt auf 3,4 Prozent



Ende April waren im Kanton Aargau 12'565 Personen arbeitslos gemeldet, das sind knapp 1'500 mehr als im Vormonat.

[Mehr...](#)

"Der WC-Rollen-Kuchen ist unser grösster Hit"



Mit einem Boothieferservice, erweiterten Öffnungszeiten und einem WC-Rollen-Kuchen hat eine Aargauer Bäckerei das Beste aus der Situation gemacht.

[Mehr...](#)

Kaufmännischer Verband

Coronavirus: Arbeitsrechtliche Situation



Das Bundesamt für Gesundheit stuft die Situation in der Schweiz als «besondere Lage» gemäss Epidemiegesetz ein und hat verschiedene Einschränkungen und Massnahmen erlassen. Dies führt zu vielen Fragen zu Rechten und Pflichten der Arbeitnehmer, Kurzarbeit, aber auch Prüfungen für KV-Lernende. In diesem Beitrag beantworten wir die wichtigsten Fragen.

Curated newsletter on «Human resources»

Every Monday, the President of the Zurich Society for Human Resources Management (ZGP) sends out a curated newsletter with his news from last week:

Leadership und Personalmanagement Update



kuratiert von
Matthias Möloney

Diese Woche habe ich so viele interessante Artikel gefunden, dass die Auswahl besonders schwierig war. Als ersten habe ich einen Artikel von Boyden gewählt über die steigende Bedeutung von CHRO und die entsprechenden Karriereaussichten. Danach eine sehr gute Übersicht von Andreas Wenger über die im Moment viel-diskutierten agilen Organisationsansätze. Der dritte und der vierte Beitrag beschäftigen sich mit der Thematik älterer Arbeitskräfte. Dazu haben wir an der HWZ gerade ein spannendes Forschungsprojekt gestartet, bei dem wir mit der Basellandschaftlichen Kantonalbank zusammenarbeiten.

Viel Spass beim Lesen

The CHRO and the Future Organization Part 2: The CHRO Role in the C-Suite & Board | RSS-Feed Management + Führung von SpringerProfessional.de

Die lesenswerte Boyden Studie räumt mit der alten Annahme auf, dass die HR Karriere eine Sackgasse ist und CHRO so gut wie keine Chance haben, einmal CEO zu werden.

[Mehr dazu](#)



Gemeinsamkeiten „agiler“ Organisationsansätze | organisationsdesign.ch

Andreas Wenger hat in seinem Blog Beitrag einen sehr guten, übersichtlichen Vergleich zwischen den verschiedenen agilen Organisationsansätzen geliefert.

[Mehr dazu](#)



Three Behavioral Insights into the Aging Mind | behavioraleconomics.com | The BE Hub | behavioraleconomics.com | The BE Hub

Spannend: Das Thema der Generationenunterschiede und der Implikationen für die Führung einmal aus der Perspektive der Verhaltensökonomie beleuchtet.

[Mehr dazu](#)



Karriere: Warum Beförderungen mit 50+ so schwierig sind - WELT | DIE WELT

Es kommt wie so oft auf die Perspektive an. Jüngere Mitarbeitende haben eine andere Sicht auf die Beförderungschancen der älteren Kolleginnen und Kollegen

[Mehr dazu](#)



Sie erhalten diesen Newsletter, weil Sie Mitglied der ZGP oder Studierende/r oder Ehemalige/r des Center for HRM & Leadership der HWZ sind. Falls Sie keine weiteren Nachrichten wünschen, können Sie sich [hier](#) abmelden.

zgp

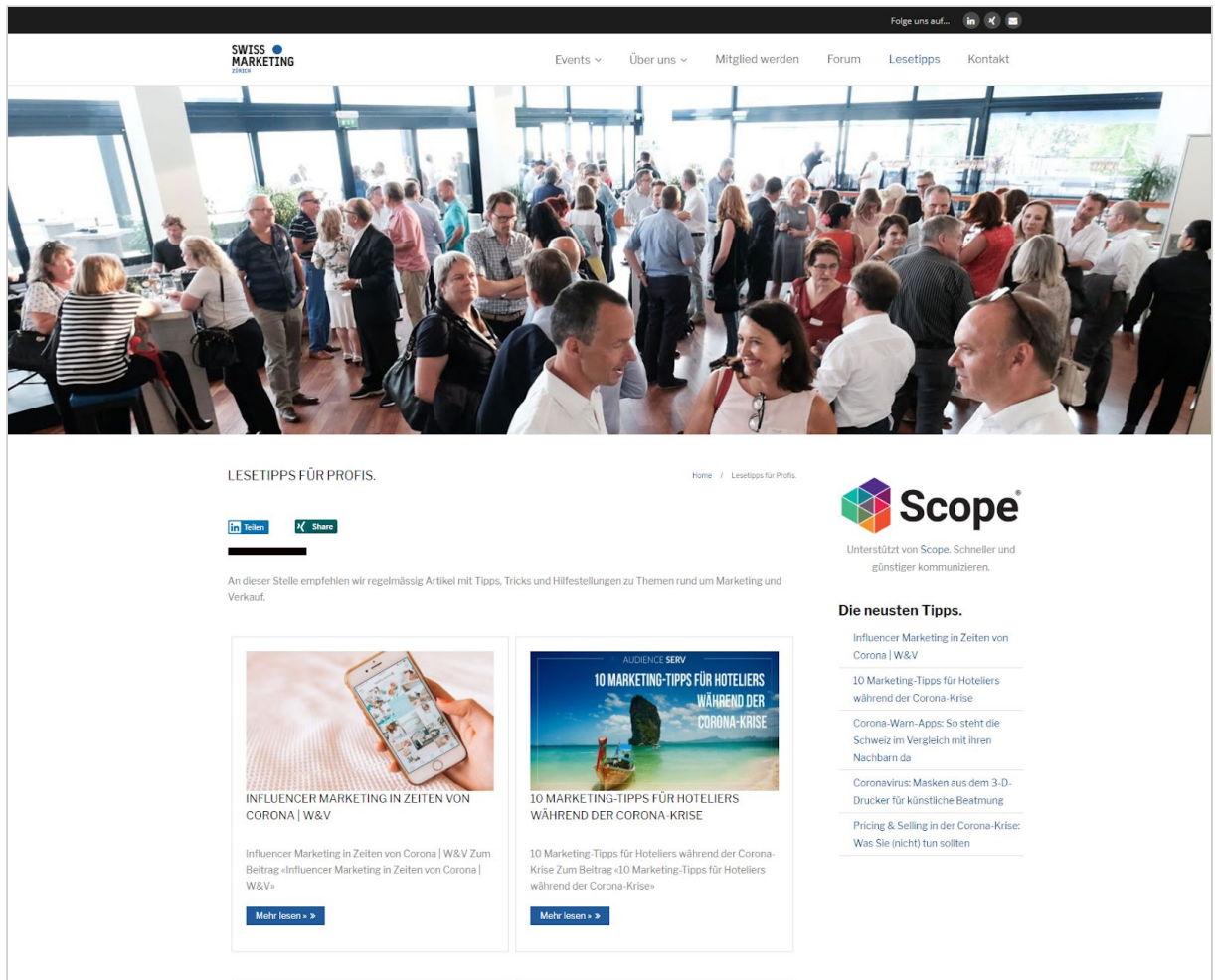
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Curated news section on website

Swiss Marketing Zurich is the umbrella organization of the marketing agencies of the Canton of Zurich in Switzerland. The association curates the best news on marketing topics for its members on a weekly basis:



Editorial newsletter with curated links

The German "Lebensmittel Zeitung" sends out an English-language newsletter "RetailUpdate" every working day with about a dozen journalistically summarized reports, each containing 2 or 3 curated links:



made by Lebensmittel Zeitung

Friday, 06 September 2019

Hello ,

Meatless alternatives continue to be a hot topic with Kroger launching its own plant-based line and meat giant Tyson investing in a shrimp company. Across the Atlantic, Dutch retailer Albert Heijn is testing 'grab and go' experience and some inspiring store concepts in Germany have caught our attention. Check them out and have a great weekend!

Europe

French team • Decathlon boosts its cycling and online game at once. The French multinational sportswear retailer has acquired a majority stake in cycling e-commerce platform Alitricks, founded by former mountain bike champion Gary Ansens. A seamless application network is part of Decathlon's growth strategy.

Dutch pilot • Albert Heijn has announced that it will test a mobile digital store, designed to offer customers a 'grab and go' experience. The Dutch retailer has partnered with a software firm and a financial services company to develop the technology and payment solution for the pilot.

German concept • Rewe retailer Ruscher has opened a supermarket in a picturesque former cotton factory in a small Saxony village. The store offers premium convenience and a well-assorted range of beverages to attract affluent shoppers. [Click here for pictures](#) (captions in German).

US & Canada

Veggie hype • The ever-growing appetite for plant-based meat alternatives has prompted supermarket major Kroger to launch its own line of meatless burger patties and meat giant Tyson Foods to invest in start-up New Wave, which will debut with shrimps made from seaweed, soy protein and natural flavours.

Fighting gun violence • Walgreens Boots Alliance, CVS Health and supermarket chain Wegmans are following Walmart's lead and have announced to ask their shoppers to no longer openly carry firearms in their stores. The changes come amid an effort to reduce gun violence following mass shootings in Ohio and Texas.

Allocating costs • New tariffs on consumer goods from China are putting pressure on US retailers. Discounter Target has already sent a letter to its suppliers to absorb increased costs so consumers wouldn't be affected. Other companies are diversifying supply chains to countries outside of China.

Asia & Australia

Modest improvement • Myer's focus on cutting costs and shrinking stores has rewarded the Australian department store with its first profit growth in nine years, sending its shares up. However, the company prepares for a challenging year ahead and expects to close more of its stores.

Worldwide appeal • New Zealand grower T&G is looking to replicate the global success of its premium apple brands Jazz and Envy in the grape category. Under the label Orchard Rd, launched in 2018, premium grapes are already available across Southeast Asia and will soon be delivered to China.

Dazzling environment • The new Sephora store in Hong Kong offers a phygital experience, which means it merges digital and physical points to engage with the customer with plenty of technology and bright spaces to interact rather than just present a range of products.

Weird and wonderful

Mama stations • Walmart is making shopping easier for moms who need to breastfeed by installing Mamava lactation pods in some stores. They are free-standing lactation suites connected to a smartphone app that allows moms to find and unlock the pods. Nothing beats a happy baby.

Picture perfect • Swedish powerhouse Ikea has opened a store in Paris (captions in German) to showcase space-saving living solutions and individual customer advice. Across the Atlantic, upmarket department store Nordstrom's small-sized retail format has made its debut in New York.

B2B Newsletter curated by Scope

"MyPRESENCE News" is a bi-weekly newsletter sent to customers of Swisscom subsidiary localsearch.ch. It currently provides around 10,000 recipients with news on digital marketing, social media and websites for SMEs. Thanks to its direct, personalised approach, the trilingual newsletter achieves opening rates of over 35 percent on average and click rates of between 2.5 and 5 percent.



References



Get to know Scope

We would be happy to present Scope to you in a personal demo and prove how you can use curated content profitably in your communication. Book your appointment directly at www.thescope.com/en/demo or call us without obligation.

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