Flockler and EditorEye partner to help brands discover relevant content and publish social magazines

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Flockler and EditorEye partner to provide a content marketing solution, which enables brands to speed up their publishing process, become a thought leader and distribute their content across all devices and platforms.

Flockler and EditorEye today announced a partnership to help brands discover relevant content and publish social magazines optimized for iPad and other tablets, mobile and the web. Flockler is a social publishing platform of choice for major publishers such as Press Association, Trinity Mirror, Econsultancy and Haymarket. EditorEye is a content discovery and curation platform working with brands such as Clarion, IPC Media, Press Association, Progressive Media and Haymarket.

Flockler enables brands and publishers to create and publish social magazines, which combine their own editorial content, such as news & blogs, to social content, such as tweets, videos and images. The published magazines are optimized for iPad and other tablets, mobile and the web.

“Content marketing is the new black for brands. Our clients are increasingly asking us to help them with content discovery and curation to speed up the publishing process and to increase their visibility on social media”, says Toni Hopponen, CEO of Flockler. “The integration with EditorEye’s platform enables us to offer a full content marketing solution, from content discovery to mobile and tablet optimized publishing“.

EditorEye analyzes over 500,000 articles daily and recommends relevant content based on the categories selected by the customer. EditorEye’s platform makes the discovery and curation of content simple, allowing team of curators to rapidly publish content into other platforms and channels, such as Flockler or social media services.

“Easy discovery of relevant topics is one of the key challenges for content marketers”, says Nick Gregg, CEO of EditorEye. “EditorEye allows our customers to use our categories, either bespoke or from our extensive library, to instantly spot breaking stories and add their own insight. Our API allows distribution of this curated content into any channel or application. Integration with the Flockler platform creates a powerful off-the-shelf solution for any brand to rapidly deliver the full cycle of content marketing, with no need for any technical investment.”

The joint offering has already been implemented for the first customers, and the first magazines will be launched by the end of March 2013.

About Flockler

Flockler is a software company at the forefront of platform-agnostic publishing and content marketing. The Flockler platform enables brands and publishers to create and publish social magazines, which combine editorial and social content. The magazines are optimized for iPad and other tablets, mobile and desktop browsers. The Flockler platform has been used to create platform-agnostic magazines for customers such as News International, Trinity Mirror, Press Association, Econsultancy and many others. For more information, contact CEO Toni Hopponen toni@flockler.com

About EditorEye

EditorEye is a powerful content discovery and marketing tool which enables companies to use EditorEye’s category library and tools to rapidly discovery highly relevant breaking stories, curate their own commentary and publish it into any web, social, Intranet, newsletter channel or partner application – all via one single web and mobile interface. For more information contact StrategyEye CEO Nick Gregg nickg@editoreye.com

EditorEye is a product of StrategyEye, which has since 2006 provided marketing and publishing applications that blend editorial content with live global news in a highly structured manner. StrategyEye powers intelligence portals and editorial tools for major publishers and conference organizers such as Haymarket, Time Warner, Progressive Media, Press Association and Clarion.

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