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Managing Content Marketing will teach you to: --Build the Business Case for Content Marketing --Develop a Content Marketing Strategy that Works for Your Business --Tell a Consistent Story that Engages Your Customers --Determine the Right Marketing Channels to Implement --Create an Internal and External Workflow for Content Marketing --Measure Content Marketing and Communicate Results to Internal Stakeholders

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In Content Inc., one of today ' s most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it ' s about developing valuable content, building an audience around that content, and then creating a product for that audience.

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Managing Content Marketing shows you, in detail, how to manage content marketing within your organization, whether you come from a small company or multi-billion dollar brand. From the Back Cover Actual questions from Senior Marketing Professionals that are Answered in Managing Content Marketing include:

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Managing Content Marketing is the only book you need to learn about using “ Content ” to market your business and build brand awareness. Managing Content Marketing also explains in easy to understand how to create a content strategy whether a large corporation or a sole proprietorship with examples, carts, and well-written language and resources for more information.

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Managing Content Marketing : The Real-World Guide for Creating Passionate Subscribers to Your Brand by Robert Rose and Joe Pulizzi (2011, Paperback) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is

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Managing Content Marketing shows you, in detail, how to manage content marketing within your organization. Whether you come from a small company or multi-billion dollar brand, this book will give you the ammunition and the ideas to develop a storytelling process that will create passionate subscribers to your brand.

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Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand provides the vital steps required to navigate this new path called content marketing. Take a risk! Step out on the edge! Be the chief content officer. Read on to find out how

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to implement, maintain, and measure your content marketing strategy.”

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- Develop a Content Marketing Strategy that Works for Your Business
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Effective content marketing doesn't just mean running a blog. Its most effective when it's managed as a strategic communications process which supports a range of objectives and integrates with techniques including SEO, PPC, Social Media and Email Marketing, Conversion rate optimisation and developing customer loyalty.

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Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand provides the vital steps required to navigate this new path called content marketing.

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of their total marketing budget on content marketing. There have been

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countless books and resources that have covered all aspects of content marketing ...from the why to the what to the where...but oddly enough, rarely the how. Not until now that is. Managing Content Marketing shows you, in detail, how to manage content marketing within

~~—Managing Content Marketing on Apple Books~~

That's where Managing Content Marketing kicks in: it offers practical advice for the entire publishing cycle, from making a business case for content to putting people in charge of creating content and getting the content published. It also tells how to follow the classic "hero's adventure" narrative to build a story about a company or its products.

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In the abstract, content marketing is a methodology that any business can implement. No matter your industry, location, product, or business structure, potential customers can be attracted to your website by way of your content, and they can subsequently turn into clients. However, things have a way of not working quite as smoothly in reality as they do in theory.

~~Commercial real estate content marketing strategy (+ examples)~~

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the business case for content marketing develop a content marketing

strategy that works for your business tell a consistent story

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