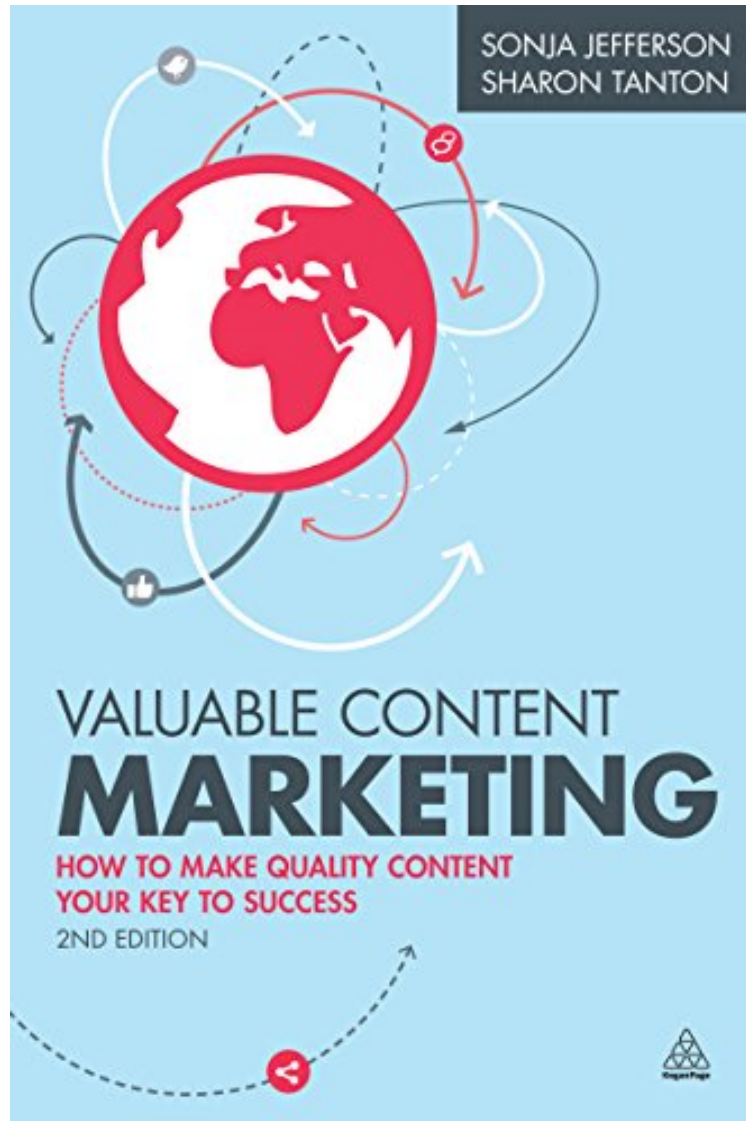


Valuable Content Marketing: How to Make Quality Content Your Key to Success

Sonja Jefferson, Sharon Tanton

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Sonja Jefferson, Sharon Tanton : Valuable Content Marketing: How to Make Quality Content Your Key to Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Valuable Content Marketing: How to Make Quality Content Your Key to Success:

0 of 0 people found the following review helpful. InterestingBy DarrenIngram_dot_comWe are awash with content and probably are struggling to consume what is being flung in our direction, both relating to material we want to read and what others think we should be reading. Professionals are being encouraged to pump out more and more, so the

right sort of content can be critical to get an ever-stressed share of viewer eyeballs. Enter valuable content marketing and the art of that goal. In this revised edition, the authors aim to get the reader working on their content strategy, moving towards that golden dream of generating content, valuable content, that will be engaging, shareable, helpful, addictive and maybe even viral. There are, after all, only so many cat videos or Internet memes to try and ride in the shadows of. You have to make your own mark. The authors appear to offer a pragmatic and powerful guide rather than just filling the reader's mind with overly optimistic expectation and the fake promises of content glory. You need not expect that this is "mission impossible", yet equally you may need to set your expectations accordingly. Serving your niche and serving it well is a good mantra. Not all content will get sucked into the BuzzFeed machine and become the Internet sensation de jour. Clicks do not always transfer into actual money in the bank nor does your brand necessarily become any better known (in a positive light, at least). A good attempt is made to give the generalist a helping hand in the right direction. If you are already "doing content", it might not be so revolutionary or earth-shattering, yet it can still be a worthy read in case it helps you refine an existing strategy or show you a new side to something that you had not considered. It is still "cheap at half the price" if you consider the potential upside. In fact, one could imagine that many in the "content industry" will dislike this book immensely because of its no-nonsense, quite honest and refreshing look at a subject, written in a clear, accessible style without needing to dumb things down. The book looks at a lot more than "why" you should do content marketing and seeks to focus the content marketing beam to a narrow, powerful laser light that can be aimed towards a given vertical sector. With this book by your side, it is possible that you can possibly achieve quite a lot with your content. It can be a powerful tool in your armoury. 0 of 0 people found the following review helpful. A definite must for all small business owners who are looking to grow their business, and build brand awareness organically. By Chloe Smith, Creative Director - Forty8Creates Ltd. 0 of 0 people found the following review helpful. Highly recommend this book to anyone involved in content marketing. Easy to read and follow. By Chantal Bechervaise. This updated version is packed full of actionable advice for anyone who needs to create content as part of a business. I would even recommend this book to bloggers as the online world is noisy and it can be hard to stand out. This book provides a wealth of how-to knowledge on using social media, blogging, creating e-books and other pieces of content that is easy to comprehend and implement. The step-by-step action lists are easy to follow and definitely something that I will be referring to over and over.

From websites, white papers and blogs to tweets, newsletters and video, content is king in the digital world, now more than ever before. Get it right and you have a huge opportunity to connect with clients and customers in ways they appreciate and trust - they'll be knocking at your door wanting to do business with you. Valuable Content Marketing shows you how to create and share the type of information that clients, customers and search engines really want - on your website, using social media and through more traditional methods. Whether you're starting a business or aiming to grow, this book shows you how to get better results from your marketing efforts. Marketing with valuable content really works - this book shows you how to grow your business by raising awareness of your brand, turning prospects into buyers and buyers into long-term fans. This fully revised second edition of Valuable Content Marketing is a clear, practical guide that helps you make sense of marketing in the digital world and learn to enjoy the journey. It includes new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries to make understanding the key concepts easier than ever. Perfect for small-business owners and sales, marketing and branding professionals as well as practitioners in publicity or corporate communications, it provides inspiration from companies of all sizes that have got valuable content marketing right, from small companies like software development from Desynit to household names like HSBC.

"Valuable Content Marketing goes beyond words and lofty vision. It tells you what to do. In a landscape growing increasingly crowded by noise, this gets you to a higher ground."