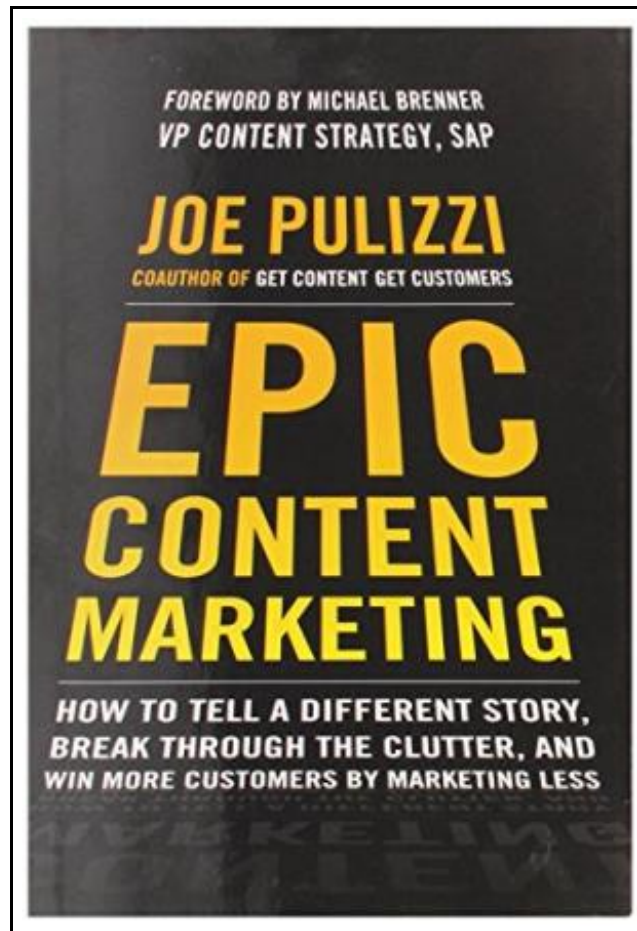


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Mcgraw-Hill Education Ltd Okt 2013, 2013. Buch. Book Condition: Neu. 238x158x32 mm. Neuware - One of FORTUNE Magazine's Top 5 Business Book Must-Reads How do you cut through the noise, commotion, and bad information that is right now cluttering up your customers' digital space EPIC CONTENT MARKETING One of the world's leading experts on content marketing, Joe Pulizzi explains how to attract prospects and customers by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content and sales messages they don't care about. Epic Content Marketing takes you step-by-step through the process of developing stories that inform and entertain and compel customers to act--without actually telling them to. Epic content, distributed to the right person at the right time, is the way to truly capture the hearts and minds of customers. It's how to position your business as a trusted expert in its industry. It's what customers share and talk about. Once we hook customers with epic content, they reward us by sending our sales through the roof. Epic Content Marketing provides everything you need to: Determine what your content niche should be to attract and retain customers Discover and develop your content marketing mission statement Set up a process for creating and curating epic content Learn how to leverage social and e-mail channels to create--and grow--your audience Measure the performance of your content--and increase your content marketing budget With in-depth case studies of how John Deere, LEGO, Coca-Cola, and other leading corporations are using content to drive epic sales, this groundbreaking guide gives you all the tools to start creating and disseminating content that leads directly to greater profits and growth. Whether you're the CMO of a Fortune 500, a digital marketer, or an entrepreneur, Epic Content Marketing gives you the...

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