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Reviews

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(Toni Bechtelar)

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Createspace, United States, 2011. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. If you own a website, you re a publisher. Interruption marketing is a thing of the past. We can no longer only talk to our audience. We must join the conversation that s already happening. The world of marketing has been radically changing in the last couple of years to a new kind of marketing. Businesses that have been spending their marketing budgets on print, TV, banner ads, and even PPC are realizing that there is a better way. A better way to attract leads, to nurture those leads, to lower your cost per sale and to speed up the buying process. That way is content marketing. The companies that are succeeding right now are the ones creating content that engages their customers and brings in the business. That s where this book comes in. Many marketing books present themselves like the consultant who comes in and says, Here s the strategy you need, but I don t implement. I don t actually do it. That s for you to figure out. But if you re going to be successful, you need to understand how to create and promote compelling content that brings in the customers - not just that you need to. Accelerate! provides the reader with a comprehensive understanding of what it takes to execute a successful content marketing strategy, no matter how big or small your organization is. Any one of the chapters in this book could be books unto themselves, but rather than write a multi-volume encyclopedia on the subject, Arnie has created a portable field guide for your marketing strategy. Accelerate! will: Guide you through the 8 steps to a successful content...



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