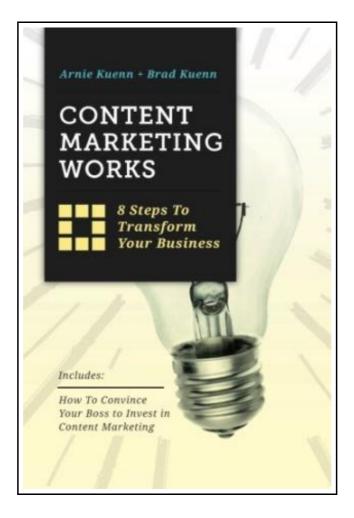
# Content Marketing Works: 8 Steps to Transform Your Business (Paperback)



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### Reviews

Basically no words to clarify. Of course, it is perform, still an amazing and interesting literature. Its been printed in an exceptionally basic way which is only soon after i finished reading through this ebook where actually altered me, change the way i really believe.

(Newton Runolfsson)

## CONTENT MARKETING WORKS: 8 STEPS TO TRANSFORM YOUR BUSINESS (PAPERBACK)



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Vertical Measures, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The best time to start content marketing was five years ago, the second best time is now. It s now the time to get ahead of the competition and make content marketing truly work for your business. Content Marketing Works: 8 Steps to Transform Your Business is a brand new book from Arnie and Brad Kuenn that will teach marketers and organizations a process to grow their business through the convergence of search, social, and content marketing. Content Marketing Works is a robust look at the process of creating, implementing and measuring a successful content marketing program. It covers the 8 Step Process of content marketing, created by the experts at content marketing agency, Vertical Measures, and how it can be used at any organization large or small to grow traffic, leads, and business. The 8 Steps cover: Strategy Development Ideation Content Creation Optimization Promotion Distribution Lead Nurture Measurement Whether you re a small-to-medium-sized businesses or an enterprise organization, the steps outlined in this book will help you build content marketing practices from the ground up with real world case studies, thoughtful lessons, and expert advice packed into 290 pages. Readers will learn specific ways to link SEO and content marketing; how to create useful content to attract more traffic, more leads and more business; and how to connect with customers on a human level that encourages trust and loyalty. The content in this book also uncovers answers behind questions like: What exactly is content marketing? How important is search these days? How about social media? What in the world do I do about mobile? How do I set up a lead nurturing program? Where do I...

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