



## Content Marketing Tweet Book01: 140 Bite-Sized Ideas to Create and Market Compelling Content (Paperback)

By Ambal Balakrishnan

Thinkaha, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.If you are under high pressure to develop and publish content quickly in order to reach your customers and prospects, you must read this book. As a digital marketer, you are told to develop blogs, wikis, podcasts, webcasts, YouTube videos--the list goes on. But have you stopped to ask: Why? What purpose does this content serve? How does this content fit in with my overall marketing strategy? How does marketing change with social media? What can content marketing do for my business? How do I reach prospects and customers by providing valuable content? Get answers to all of these questions and more in #CONTENT MARKETING tweet Book01 by ClickDocuments Co-Founder Ambal Balakrishnan. Based on more than a decade of experience in engineering, program management, business development, and strategy and marketing, Balakrishnan's collection of 140 bite-sized lessons will help you learn how to successfully navigate the world of content marketing and create compelling content that your customers and prospects will love. This is a book that you can read again and again. Its Twitter-style format means you only have to spend a...



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