

## 101 Content Marketing Tips (Paperback)

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## Reviews

It is great and fantastic. It can be writter in easy phrases and never hard to understand. You will not really feel monotony at at any time of your respective time (that's what catalogues are for concerning if you request me). (Michel Halvorson)

## **101 CONTENT MARKETING TIPS (PAPERBACK)**

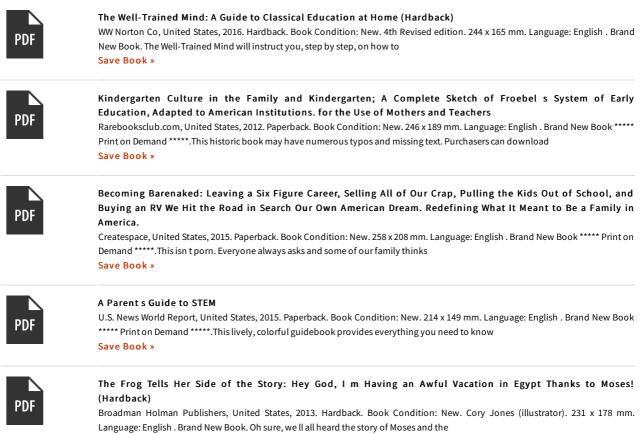


Lifetips.com, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.What is content marketing? It s the art of listening to your customers needs and wants and the science of delivering it to them in a compelling, engaging way. It s constantly testing campaigns with A/B testing to learn what works best. And it s a simple, well-told story that gets passed around and keeps readers coming back for more. In the past ten years, I ve led a team that has created more than 18 million words for 500 clients. We created from scratch and it now drives more than one million monthly readers without any advertising or marketing spend. We ve screened hundreds of writers and put them to the test and we ve learned what works with landing page optimization. The secret to content marketing is great writers. If you hire great writers, you will grow your marketing and sales at an accelerated rate. If you hire lousy writers, you II remain stagnant with content that simply does not connect with readers or the search engines and be forced to feed the pipeline of sales with traditional marketing that will eventually become extinct. Enjoy these tips that II open up a new pipeline of business. You II find great ideas, uplifting examples, insider tips, and SEO secrets and methods to measure the ROI you demand from this book and from your content marketing investment. Byron White.

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