



## Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter (Paperback)

By Rukan N Salib

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. This information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, etc. Content Marketing has been defined in multiple ways. The meaning of the term depends a lot on the purpose and context. One of the most used definition is the technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined target audience in order to drive profitable customer action Content marketing creates interest in a product through educational, entertaining or informative material. Successful content marketing relies on providing consistent, high-quality content that solves people s problems. Table of Contents: Preface 7 1 Introduction to Content Marketing 8 1.1 Old vs. New Rules of Marketing 9 1.2 Defining Content Marketing 10 1.3 Who Uses and Publishes Content 11 1.4 Where Content Marketing Is 12 1.5 The Benefits of Content Marketing 14 2 Content Marketing Strategy Development -...



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