



# Content Marketing For Dummies

By Susan Gunelius

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Content Marketing For Dummies, Susan Gunelius, Get the whole picture and learn to create a successful online content marketing program. Successful online marketing is about more than creating a Facebook page or writing a corporate blog. Brands need to build lasting connections with the right customers online through an effective online content marketing strategy, and this book shows you how. It explores ways to create a content marketing strategy, identify the content that will keep your customers coming back, create that content, distribute it online, and measure the results, with hands-on, step-by-step guidance. \* Content marketing is an essential element of successful online marketing and brand-building; this book shows you how to begin creating and distributing content online to market your business \* Explains why content marketing is important and how to create an online content marketing strategy, which tools to use, and what to avoid \* Shows how to create content and get it published online in long or short form \* Offers plenty of tips, case studies, and worksheets to ensure success. Online content marketing positions your business and your product for lasting customer interaction; Content Marketing For Dummies...



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