



## 101 Content Marketing Tips

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By Byron White

LifeTips.com, Inc. Paperback. Book Condition: New. Paperback. 86 pages. Dimensions: 7.7in. x 5.0in. x 0.3in. 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 AB 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 LifeTips.com 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'll 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'll open...



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