



Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter

By Rukan N Salib

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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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