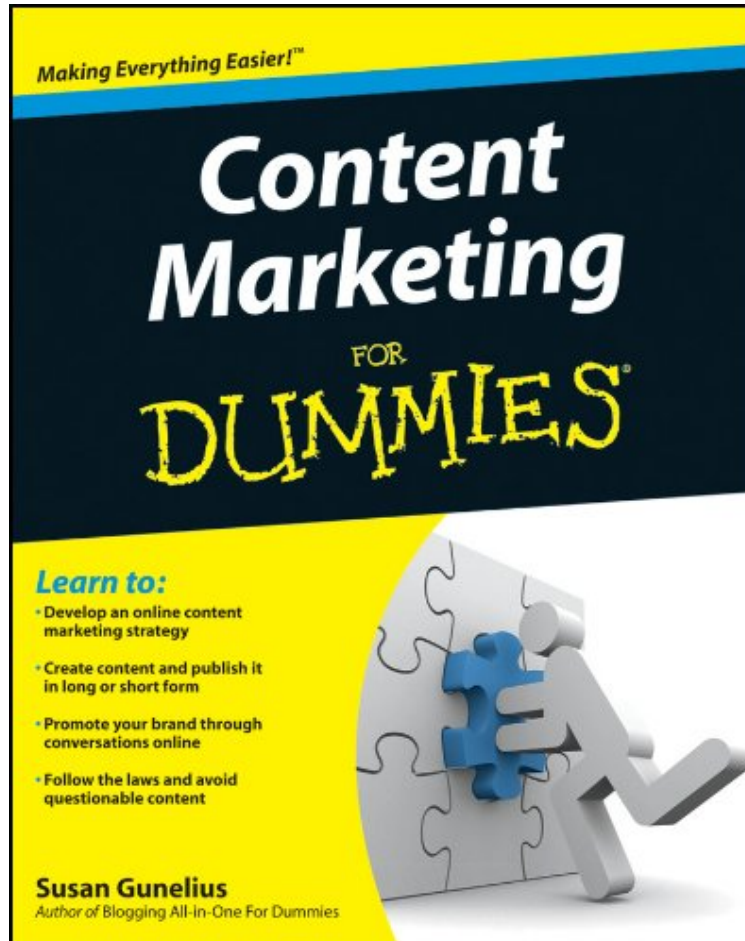


Content Marketing For Dummies

Susan Gunelius

ePub | *DOC | audiobook | ebooks | Download PDF



 Download

 Read Online

#638377 in eBooks 2011-05-12 2011-05-12 File Name: B0051BKXQE | File size: 36.Mb

Susan Gunelius : Content Marketing For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Content Marketing For Dummies:

14 of 14 people found the following review helpful. The Best Guide Available for Content MarketingBy CompayThis book is hands-down the most comprehensive guide to content marketing that I have ever read. It provides the reader with ideas on how to engage customers, as well as how to create and offer useful content that can improve your business brand and sales.Over the last decade, I developed hundreds of websites, and marketed them online for my clients. I've done a good bit of content marketing over the last few years, but I'm always looking for new ideas. So while many techniques in this book may not be new to advanced internet marketers, I was blown away by how thorough it was.If you are a business owner, or still learning the ropes of internet promotion, Content Marketing for dummies is a goldmine of information. The book will teach you all of the details related to what content marketing involves, how to create your own content, and how to connect with potential and existing customers.For web marketing newbies, this book takes all of the mystery out of blogging, creating videos, writing articles, and making the most out of Facebook and Twitter.I've read some excellent content marketing books in the past, but here's what makes

this one stand out: Resources. Whenever the book provides a marketing technique, it lists a variety of helpful websites to make your promotion efforts that much easier. Even though I was familiar with most of the marketing concepts in this book, I was honestly embarrassed that there were so many useful websites and applications that I didn't know about before. So even if you're an advanced web marketer, this book still has something to offer. Content Marketing for Dummies is easy for anyone to understand, brimming with practical ideas, and has absolutely no fluff or filler. Buy this book if you want to improve your business brand and make more money. 0 of 0 people found the following review helpful. Great resources, but strays from the topic. By Frederic Ruffey Content Marketing for Dummies includes a lot of great information about how and why to create content like eBooks, blogs, webinars, etc. The author explains that there are two categories: short form and long form content marketing. While short form includes strategies like tweeting or commenting on blogs, long form might include writing an ebook or doing a webinar. She clearly knows the subject matter well and there are hundreds of useful links to different resources and tools throughout the book. The book is organized into seven parts and is easy to read. Some of it is extremely basic such as "You can friend other Facebook users by sending them requests";, to more advanced topics like using Google Analytics to track visitors to your newly created blog. There is some overlap in the different parts which leads to some repetition. In addition, the book seems to stray from subject of content marketing at times. While she states that using Twitter, Facebook, LinkedIn are forms of short form content marketing, there are times when the book becomes more of a Social Media for Dummies. Lastly, in a section titled Understanding the Ever-Changing Online World, just after she suggests that you follow her on Twitter, she provides a link to wefollow. The irony is that, in this "ever-changing" online world, wefollow doesn't seem to exist. There is a good chance that many of the links and tools that are mentioned will be irrelevant in a few years. In the end, there is value in the book because of the explanations and links to various resources, but it would be nice to see more specific examples or case studies of content marketing strategies that work rather than a rehash of things like how to log in to Facebook or update a LinkedIn profile. 2 of 2 people found the following review helpful. Another great book in a great series. By cdrspock Another great book in a great series. Even if you are not a novice, this series is outstanding because it is filled with references and pointers to great resources!

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 gives you the tools to create a program that works.

From the Back Cover Learn what content marketing is and how to develop a strategy for your business. Content marketing is an exciting opportunity — and a moving target. The trick to success lies in understanding both the tools available and the strategic thought process that makes them work. That's what this book is about! Learn the basics, how to build a strategy, how to create long-form and short-form content, how to analyze results, and a whole lot more. Engage them — discover how to capture the attention of your customers instead of interrupting them. Add value — learn to create content that offers your customers an informational benefit. Go long — develop and promote blogs, videos, webinars, and more to share content that offers value to your customers. The short version — get the lowdown on supplying content via Twitter, LinkedIn, Facebook, Flickr, and more. Mind your manners — understand and follow social media etiquette to protect your brand. Start a conversation — familiarize yourself with the tools of informal Web writing, start conversations, and participate in forums or start your own. Keep it moving — analyze the results of your efforts and continually fine-tune your content marketing strategy. Open the book and find: How content marketing can benefit and build your brand. Techniques for breaking through the clutter. Ways to be sure you're not spamming. Search engine optimization tricks you can use. Advice on contributing to other Web sites. Great free tools to get you started. A glossary to explain the many terms you'll encounter. Tips on building relationships. Learn to: Develop an online content marketing strategy. Create content and publish it in long or short form. Promote your brand through conversations online. Follow the laws and avoid questionable content. About the Author Susan Gunelius is a 20-year marketing veteran and President and CEO of KeySplash Creative, Inc. Her marketing-related content appears on Forbes.com, MSNBC.com, and other business-oriented sites. She is the author of Blogging All-in-One For Dummies and Google Blogger For Dummies. Susan speaks about these topics at events.

around the world.