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Robert R. Redfield



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through Five years later Julia s business has served over 5 000 clients and employs over 40 team members and her content consistently ranks at the top of Google and among the highest shared for guest publications Her go to marketing strategy A practical hands on content marketing approach that has ended up bringing her 99% of the clients her agency currently works with With Julia as your guide learn the principles and physical how to behind these six key cores of effective content marketing Module 1 Core Foundations of an ROI Based Content Strategy Module 2 Audience Persona Discovery Sales Funnel Content Mapping Style Guidelines Module 3 Understanding Keywords SEO Opportunities Creating Keyword Reports Module 4 How to Build Content Cores Your Content House for an Authority Presence Online Module 5 Practical Content Creation Your Site Guest Blogging Module 6 Content Promotion Setting a Budget Preparing Your Editorial Calendar Maintenance Along the way you ll get to build a working content strategy from the ground up using the Brand Strategy Exercises in each module Have your pen and thinking cap ready and a brand you want to build an entire working strategy for Practical Content Strategy Marketing is a field guide for the smartest content marketers who know that strategy is the key to thriving in our world of new marketing through content Bonus leading business marketing expert Mark Schaefer joins Julia to write the foreword and guests Sujan Patel Michele Linn Steve Rayson and more appear in guest lessons throughout the book

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Content Marketing Gavin Turner, 2019-05-17 If you want to create content like BuzzFeed that turns a simple click into a money making sale for your business then keep reading Did you know in just the first 60 seconds of your day 87 500 tweets are posted on Twitter 3 8 Million Google searches are typed 1 Million people are logging into Facebook That's how big content is being consumed each minute every single day of people's lives As the saying goes Content is King Now the big question is how can you leverage content to make people buy from you This is where the newest marketing approach known as Content Marketing comes in Content Marketing uses strategic planning and posting content that sells and engages your audience which spells the difference between customer retention and missed sales All you need to know is how to shoot your message like an arrow that your audience can't take off their chest Gary Vee breaks it down You need to spend all of your time and energy on creating something that actually brings value to the people you're asking for money According to Pew Research 77% of US Adults go online daily This means you can reach 77% of a whole nation in one day if you know how It is time to discover the right roadmap to present your content and get the exposure you need to turn even a farmers shop into a worldwide company like Whole Foods Market Author Gavin Turner knows what your audience wants and soon you will too In this complete step by step guide Content Marketing Proven

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