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Content Marketing Works: 8 Steps to Transform Your Business (Paperback)

By Arnie Kuenn

Vertical Measures, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The best time to start content marketing was five years ago, the second best time is now. It is now the time to get ahead of the competition and make content marketing truly work for your business. Content Marketing Works: 8 Steps to Transform Your Business is a brand new book from Arnie and Brad Kuenn that will teach marketers and organizations a process to grow their business through the convergence of search, social, and content marketing. Content Marketing Works is a robust look at the process of creating, implementing and measuring a successful content marketing program. It covers the 8 Step Process of content marketing, created by the experts at content marketing agency, Vertical Measures, and how it can be used at any organization large or small to grow traffic, leads, and business. The 8 Steps cover: Strategy Development Ideation Content Creation Optimization Promotion Distribution Lead Nurture Measurement Whether you are a small-to-medium-sized businesses or an enterprise organization, the steps outlined in this book will help you build content marketing practices from the ground up with...



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