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The Big Book Of Content Marketing: Use Strategies And SEO Tactics To Build Return-Oriented KPIs For Your Brand's Content



Synopsis

80% of your online advertising doesn't reach your audience. People delete cookies and block ads. How can you reach your audience? There's a new way. Your audience wants useful information. If it's useful, they will share it. Use Content Marketing to give your audience what it wants. Based on real-world experience with Fortune 500s and Silicon Valley startups, this book covers: How Content Marketing fits into your marketing How to build your Content Marketing strategy Use Influencer Marketing to distribute your content Use SEO and PPC with your Content Marketing Metrics, tracking, and business goals for Content Marketing

Book Information

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Customer Reviews

Andreas is the manager of Global SEO at Cisco. He has worked at SGI, SUN, Brio, and Acxiom in Silicon Valley. He co-founded two digital marketing agencies. The second agency got investor funding, grew to 175 employees, and was sold in 2012. Andreas is on the advisory board of six Silicon Valley startups. This is his ninth book. His books were published by McGraw-Hill in the USA and Tsinghua University in Beijing (Tsinghua is the MIT of China). Andreas has been an SEO consultant for Stanford and manages PPC for MIT. He earned his post-graduate degree at the University of Heidelberg and speaks four languages fluently.

Content marketing may sound like the latest marketing buzzword but it's simply the evolution of what every good marketer already knows. People want to decide for themselves and if you provide reliable information and an opportunity for a reader to engage with you, you're well on your way to a

long-term customer. In this book Andreas gives you the background and concepts and then moves on to real-life cases with actionable information for you to learn from and put to use immediately. If you're planning on building a content marketing campaign for yourself or putting together a strategy and a team for a corporation, you need this book. Oh, and don't forget to go to the resources page for more goodies. (disclosure- I was an advisor on this book and darn proud of it!)

Greetings and Salutations; The book is clearly written, in an engaging manner with many concrete examples to prove the points being made. If you have any interest in carving a successful niche on the Net, this book will become a well-worn companion. The Big Book Of Content Marketing is valuable because it pulls together many lessons about how to fail at contacting customers on the Net, and shows how to turn them into successes. By studying the information here, one can avoid many of the serious (and seriously expensive) pit-falls that will destroy a website's viability. It is harder than one might think to create a great cup of Green Tea. It is only with knowledge that we can achieve any measure of success...and this book is packed with it.

I've read a few books on the subject and I have to say this one really killed it (in a good way). I had some questions that lingered after the other books I read but this one answered all those and then some. Good stuff!

I've read many books about content marketing, marketing automation, or internet marketing in general... Andreas Ramos book took me by surprise. That is my new all time favorite. Very clear and insightful content!! I recommend it to every one, whatever your level it will definitely help you to understand and improve your internet marketing and overall business performances. Thanks Mr Ramos P.s. : Only one complaint, please Editor or kindle team, fix the layout of text tables included in the book, they are completely messed up on iPad

The Big Book of Content Marketing builds a very strong case for committing your marketing resources to content. This book is well written and easy to understand. There are lots of references to specific resources I've not seen anywhere else, particularly in the area of researching what people are most interested in for a given topic. I would recommend this book to anyone in marketing or business development.

Wondering what all the big fuss is about with content marketing? The Big Book of Content

Marketing explains exactly why this dynamic practice is here to stay. This book demonstrates the incredible reach content marketing provides businesses while giving readers the inside track on industry best practices. Buy this book now and grow your sphere of influence!

This was obviously written by someone who has mastered the practice of content marketing. There is a LOT to learn here. The book provides a comprehensive picture of modern day internet based marketing. The only reason I didn't give it 5 stars was some minor issues with PDF formatting.

As his previous books, it's clear, straight to the point, full of tips. No need to be an expert, this text guides the reader through the main aspects and tasks to complete to have a successful marketing strategy.

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