



Content Marketing Works: 8 Steps to Transform Your Business

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 s 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 re 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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Reviews

Extensive guideline! Its this sort of excellent read. it had been writtern quite properly and helpful. You can expect to like just how the writer create this book.

-- Mr. Gustave Gerhold

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

-- Dr. Kadin Hane DVM