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“Your content marketing strategy must come before your social media strategy.” The author offers principles and rules, examples, and specific actions. Some examples of his advice follows. The six principles of epic content marketing 1. Fill a need 2. Be consistent (deliver content on time as expected) 3. Be human 4.

EPIC CONTENT MARKETING. HOW TO TELL A DIFFERENT STORY, BREAK THROUGH THE CLUTTER, AND WIN MORE CUSTOMERS BY MARKETING LESS. No longer can we interrupt our customers with mediocre content (and sales messages) our customers don't care about. One of the world's leading experts on content marketing, Joe Pulizzi, explains how to draw prospects and ...

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Reach more customers than ever with TARGETED CONTENT. Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and “stories” tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability.

Chapter 8 – What is Epic Content Marketing? The 6 Principles of Epic Content Marketing. Fill a need: your content needs to be useful for your customer. Be a consistent; Be human: find what your voice is, and share it. Have a point of view: don't be afraid to take sides on matters that can position you and your company as an expert.

Once we hook customers with epic content, they reward us by sending our sales through the roof. Epic Content Marketing provides everything you need to: Determine what your content niche should be to attract and retain customers; Discover and develop your content marketing mission statement; Set up a process for creating and curating epic content

Epic Content Marketing Summary. July 4, 2020. August 22, 2020. Luke Rowley Business, Career, Communication Skills, Creativity, Entrepreneurship, Marketing, Productivity, Sales, Work. 1-Sentence-Summary: Epic Content Marketing shows why traditional methods for selling like TV and direct mail are dead and how creating content is the new future of advertising because it actually grabs people's attention by focusing on what they care about instead of your product.

Plus, some helpful tips and guidance on how you can create epic content marketing. We'll cover: Is content marketing important? Are your Buyer Personas up to date and accurate? In-detail strategic keyword planning; Plan for quarters - not month-to-month! Keep up with the latest trends; Campaign analysis is key; Is content marketing important?

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Epic content marketing needs: Enroll your C-level executives and BELIEVE. Think mobile first. Start with customers & create a commons in a testing culture. Create Once Publish Everywhere. Write and share your Content Marketing Mission Statement. Highly recommend reading Epic Content Marketing by Joe Pulizzi too.

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Epic Content Marketing (2014) offers you a step-by-step guide to mastering one of today's most innovative approaches to product marketing. Knowing your audience and assembling a top-notch content team are just some of the key elements to achieving a successful content marketing strategy and getting ahead in a highly competitive market.

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Epic Content Marketing takes you step by step through the process of developing stories that inform and entertain and compel customers to act - without actually telling them to. Epic content, distributed to the right person at the right time, is how to truly capture the hearts and minds of customers.

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