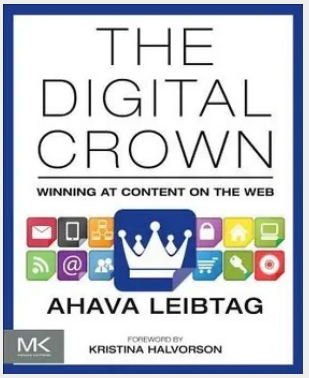
Leibtag

The Digital Crown

Winning at Content on the Web



In 1997, Bill Gates famously said "Content is king." Since then, the digital marketing world has been scrambling to fulfill this promise, as we finally shift our focus to what consumers really want from our brands: a conversation.The Digital Crown walks you through the essentials of crafting great content: the fundamentals of branding, messaging, business goal alignment, and creating portable, mobile content that is future-ready. Systems create freedom, and within this book you'll learn the seven critical rules to align your internal and external content processes, including putting your audience first, involving stakeholders early and often, and creating multidisciplinary content teams. Complete with case studies and experience drawn directly from global content projects, you are invited to observe the inner workings of successful content engagements. You'll learn how to juggle the demands of IT, design, and content teams, while acquiring all the practical tools you need to devise a roadmap for connecting and engaging with your customers. This is your next step on the journey to creating and managing winning content to engage your audience and keep them coming back for more.

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