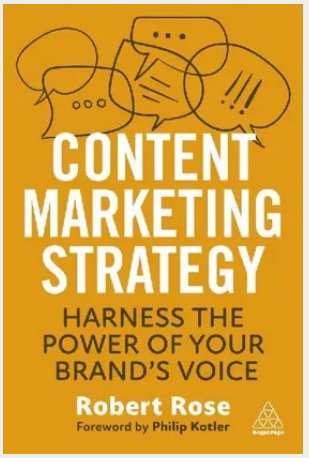
Rose

Content Marketing Strategy

Harness the Power of Your Brand's Voice



Do you know how to turn the attention your content receives into profit? With a meaningful content marketing strategy, you can. An organization's content communicates everything to consumers. Content marketing is one of the most important pieces of the marketing plan, but many businesses do not take approach it strategically. As Chief Strategy Advisor for the Content Marketing Institute and CEO and Chief Strategy Officer for The Content Advisory, Robert Rose helps transform brands by honing their content marketing. In this book, he walks readers through his scalable, strategic approach. ***Content Marketing Strategy*** explains what top brands are doing to streamline their content and how marketing strategists can scale their methods to create business success. The chapters cover stacking a team, working with marketing and branding professionals on a consistent tone and message, setting meaningful goals for the content strategy, implementing it, and measuring the resulting outcomes. Filled with compelling examples from leaders in content marketing, including Salesforce, Cleveland Clinics, Amazon, and Arrow Electronics, the book offers a new model that will transform and optimize your content marketing.

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107,90 €
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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398611528
Medium: Buch
ISBN: 978-1-3986-1152-8
Verlag: Kogan Page
Erscheinungstermin: 26.09.2023
Sprache(n): Englisch
Auflage: 1. Auflage 2023
Produktform: Gebunden
Gewicht: 508 g
Seiten: 224
Format (B x H): 161 x 240 mm