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Valuable Content Marketing by Sonja Jefferson and Sharon Tanton is the book to explain why content marketing is so effective, and how to do it well. Valuable Content Marketing starts with an informed description of how content management will help your business.

Valuable Content Marketing: How to Make Quality Content ...

Valuable Content Marketing shows you how to create and share the type of information that clients, customers and search engines really want - on your website, using social media and through more traditional methods. Including new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries, this fully revised second edition will show you how to get better results from your marketing efforts with valuable content that really works.

Valuable Content Marketing eBook by Sonja Jefferson ...

The first edition of Valuable Content Marketing provided a clear, straightforward guide on what to write and produce, what type of information to share, and how to share it to get the most effective results. Written for the current business environment, particularly start-ups and consulting companies, this updated second edition offers new ideas, examples, step-by-step action lists, quick tips, and goal-driven chapter summaries to help businesses create compelling, targeted content for their ...

Valuable Content Marketing: How to Make Quality Content ...

That is where marketing with valuable content matters, according to Sonja Jefferson and Sharon Tanton in this book. Valuable content is content which: educates, informs or entertains; is relevant to its target audience; tells a story that people understand; is well-produced; and is written by people who care.

Valuable Content Marketing: How to make quality content ...

Valuable Content Marketing shows you how to create and share the type of information that clients, customers and search engines really want - on your website, using social media and through more traditional methods. Including new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries, this fully revised second edition will show you how to get better results from your marketing efforts with valuable content that really works.

Valuable Content Marketing - Kogan Page

2012 Content Marketing Institute - All valuable content tools are on the rise. White papers have increased take up 19%, blogs and videos by 27% Custom Content Council - 68% of CMO says they are shifting budget from traditional advertising to content marketing.

Book review "Valuable content marketing" by Jefferson and ...

Ideal for folks new to the idea of content-driven marketing, Valuable Content Marketing by Sonja Jefferson and Sharon Tate, provides a wealth of useful insight and examples to help a firm get started.

Valuable Content Marketing Book Review

Sonja Jefferson and Sharon Tanton. The award-winning Valuable Content Marketing book will help you make content marketing really work for your business. In this completely revised Second Edition, Sonja and Sharon bring you fresh thinking, new tools and case studies from around the world to help you make sense of this powerful marketing approach, so the customers you really want are drawn to you.

The Valuable Content Marketing book - Valuable Content

Creating valuable content is a fascinating challenge. Here are 25 of the biggest content lessons we've learned in the course of our work to date. From strategy and principles to just being plain nice, here's how to make your content work for you. [read more](#)

Home - Valuable Content

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Pris: 259 kr. Häftad, 2013. Skickas inom 5-8 vardagar. Köp Valuable Content Marketing av Sonja Jefferson, Sharon Tanton på Bokus.com.

Valuable Content Marketing - Sonja Jefferson, Sharon ...

“Don't ever try to sell me on anything. Give me ALL the information and I'll make my own decision.” — Rapper Kanye West in a Tweet. That quote opens the new book from Sonja Jefferson and Sharon Tanton from Valuable Content, and it's a pitch-perfect choice given the vision for content that Sonja and Sharon want to share with you. Creating content to do marketing isn't really new.

Book Review: Valuable Content Marketing by Sonja Jefferson ...

Valuable Content Marketing is written for this business environment showing readers how to generate business through creating compelling marketing content and distributing it effectively. The authors show how to create and share the type of information that clients, customers and search engines really want - on a website, using social media and ...

Valuable Content Marketing | Sonja Jefferson, Sharon ...

This fully revised second edition of Valuable Content Marketing is a clear, practical guide that helps you make sense of marketing in the digital world and learn to enjoy the journey. It includes new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries to make understanding the key concepts easier than ever.

Studystore | Valuable Content Marketing, Jefferson, Sonja ...

Valuable Content Marketing shows you how to create and share the type of information that clients, customers and search engines really want - on your website, using social media and through more traditional methods. Including new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries, this fully revised second edition will show you how to get better results from your marketing efforts with valuable content that really works.

Amazon.com: Valuable Content Marketing: How to Make ...

Sonja Jefferson is the author of Valuable Content Marketing (4.42 avg rating, 26 ratings, 2 reviews, published 2015), Valuable Content Marketing (3.88 av...

Sonja Jefferson (Author of Valuable Content Marketing)

This fully revised second edition of Valuable Content Marketing is a clear, practical guide that helps you make sense of marketing in the digital world and learn to enjoy the journey. It includes new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries to make understanding the key concepts easier than ever.

Valuable Content Marketing | Sonja Jefferson, Sharon ...

Valuable Content Marketing by Sonja Jefferson & Sharon Tanton - free mobi epub ebooks download ... Of course, you should never lose your focus on regularly producing valuable content on your own blog. But if you make guest blogging (or blogger outreach as it's also known) part of your marketing

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strategy you'll improve your reach, your site ...

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