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Amanda and Matt encourage

you to think of it more like

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a software product than a project. They detail their product-oriented approach in a ContentTECH presentation, Why You Need to Be Thinking Products, Not Projects.

For Better Results, Think of

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Think like one: build a digital content strategy that embraces words, images and multimedia to systematically enhance consumer engagement and

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conversion rates. In Content Marketing, world-renowned digital content expert Rebecca Lieb offers all the detailed, actionable guidance you'll need. Lieb guides you through planning what you'll say online, how

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and where you'll say it, how often you'll communicate, and how you'll measure your effectiveness.

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Thriving in today's content-driven online marketing world, demands that you think like a publisher.

That's the battle cry among content marketers. Just as publishers start by learning everything about their

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target audience and what information they want, content marketers must realize it is not about them but about their customers.

Content Marketing: Think Like a Publisher, Act Like

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If you have a website, a blog, or even a Facebook or Twitter presence, you are a publisher. Think like one: build a digital content strategy that embraces words, images and multimedia

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Lieb “Instead of advertising, the shift is toward publishing....

Companies are sharing: Knowledge, expertise, and how-to. They know customers who might not have 30 seconds to spend on watching

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one of their ads might
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*Content Marketing: Think
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Good content marketing does the same thing – there's nothing that's put out for the sake of putting it out, saying nothing for the sake of keeping to schedules or being on trend. Every piece

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of content contributes to the end goal of establishing expertise and authority by delivering relevance and value to the receiver.

The Secret of Good Content Marketing? Think Like Pixar

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A New Approach to Content Marketing. To win at content in 2020, think about your business goals and the overarching growth strategy. If your goal is to drive growth using content, you

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need a strategic approach to content marketing. To summarize, here's what I recommend you do: Diversify!

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How to Think Like an Investor to Win at Content Marketing ...

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All you need to do is change the word “works” with content and you can see how a content marketer should think more like a publisher. Lisa Mason is a content marketing specialist and social media marketer with

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more than 12 years in the business. She helps clients every day learn how to increase brand awareness, drive traffic to their sites

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Content Marketing-Think Like

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a Publisher | Pledging for Change

Content marketing, as defined by the Content Marketing Institute, is “a strategic marketing approach focused on creating and distributing valuable,

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relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.”

How to Get Content Marketing

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Wrong? Think Like a PR Person

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Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a

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clearly defined audience – with the objective of driving...

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What Is Content Marketing? - Forbes

Because your heavy B2B content probably won't

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spread itself among your narrow target audience in a virus-like manner, you have to think about how to deliver it more efficiently. So, what options do you have? Time to Rediscover Ads. Whether you recognize

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it or not, if you use content marketing you natively employ SEO as the main delivery method.

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Palming off a sales pitch as content marketing isn't just

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lazy, it's going to have completely the opposite effect to the one you intended. If your idea sounds like you're trying to sell something, work harder to find a better idea.

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requires something more to lure both search engines and the users. You ...

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