



Content Marketing Made Easy for Your Business: Make a Difference to Your Business and Develop a Content Marketing Strategy with a Step by Step Guide (Paperback)

By MR Derek Dale

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Build a content strategy and turn this strategy into new sales and more profits for your business TODAY! Content Marketing is the new BUZZ in business marketing it is a way to show that you are really and expert in your field and build your position as the expert in your field and help carve out your niche that will attract customers to you so you are not just left picking up the scraps left by other businesses but driving value customers to your business. The best thing about content marketing is that it is non-interrupting marketing. It is not direct selling of products and services, instead of pitching them directly, you deliver information about your product and service that make our prospect a more intelligent choice, the customer is becoming better at ignoring and turning their back on interruption marketing such as cold calling, telephone marketing etc a non-interruption marketing is the way forward for the successful business. In this book, we will talk about some essential steps to successful content marketing and help you set up your...



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