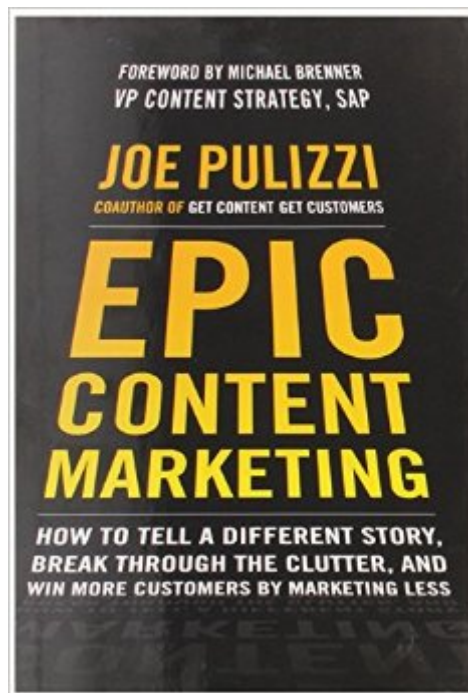


The book was found

Epic Content Marketing: How To Tell A Different Story, Break Through The Clutter, And Win More Customers By Marketing Less



Synopsis

NAMED one of 5 MUST-READ BUSINESS BOOKS BY FORTUNE MAGAZINE Publishing is the NEW MARKETING. How do you cut through the noise, commotion, and bad information that is right now cluttering up your customers' digital space? Epic Content Marketing. One of the world's leading experts on content marketing, Joe Pulizzi explains how to draw prospects and customers in by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content (and sales messages) our customers don't care about. "Epic Content Marketing" takes you step by step through the process of developing stories that inform and entertain and compel customers to act--without actually telling them to. Epic content, distributed to the right person at the right time, is how to truly capture the hearts and minds of customers. It's how to position your business as a trusted expert in its industry. It's what customers share and talk about. Once we hook customers in with epic content, they reward us by sending our sales through the roof. Epic Content Marketing provides everything you need to:

- * Determine what your content niche should be to attract and retain customers
- * Discover and develop your content marketing mission statement
- * Set up a process for creating and curating epic content
- * Learn how to leverage social and email channels to create--and grow--your audience
- * Measure the performance of your content--and increase your content marketing budget

With in-depth case studies of how John Deere, LEGO, Coca-Cola, and other leading corporations are using content to drive epic sales, this groundbreaking guide gives you all the tools to start creating and disseminating content that leads directly to greater profits and growth. Whether you're the CMO of a Fortune 500, a digital marketer, or entrepreneur, "Epic Content Marketing" gives you the tools you need to vanquish the competition. Start your epic journey now! Check out EpicContentMarketing.com for book bonus material and to download "20 Epic Examples of Content Marketing"

Book Information

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Customer Reviews

Content marketing is an evolving discipline. It has risen, very quickly, to become the most important tool in the digital marketing tool chest. Joe Pulizzi's new book, *Epic Content Marketing*, is quite simply, the very best book right now about the topic. I'm a content marketing guy myself, having written a couple of books on the subject and running a content development firm, so I know what's good and what's not. There are so many phenomenal takeaways in this book, I'm not sure where to begin. But before I do that, let me share with you why this is a "must have" book for your company.* It covers content marketing from every angle and for every type of company, so it is comprehensive* It brings up innovative ideas and strategies that no other book on the subject covers, so its groundbreaking* The book is absolutely a page-turner, it flows so effortlessly. I finished the book, front to back on a 5-hour plane flight, and I never do that...with any book. That's how good this book is. So, it's easy to read.* His enthusiasm for content marketing and passion for business "leap" off the page, you can't help but get caught up in Joe's positive energy. So, it's motivational.* It is written by the "torchbearer" of the industry and one who I continually learn from...Joe Pulizzi, the guy who puts on the best content marketing event of the year, Content Marketing World. So, it's the absolute authority book. And here are the specific things that I really enjoyed:* The Foreword by Michael Brenner, VP of Marketing and Content Strategy at SAP.

In his closing address at Content Marketing World 2013, Joe Pulizzi advised more than 1700 content marketers in attendance to "Try". Like so many elements of content marketing, it's a simple concept to understand but difficult to implement. In his new book, *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*, Pulizzi manages to demystify both the art and science of the burgeoning content revolution and give marketers confidence and inspiration. Importantly, he also challenges the reader to get uncomfortable and assume a few risks. The book is organized into five distinct sections starting with the history of content marketing and moving through strategy, process, implementation and measurement. Suitable for both the seasoned professional and marketing intern, Pulizzi's advice

and examples guide the reader through the essentials of a successful content marketing program. Each chapter is summarized with an "Epic Thoughts" section, a helpful recap of the key points of the chapter, along with a comprehensive list of "Epic Resources". Pulizzi also provides online links to additional content and tools throughout the book demonstrating his commitment to being helpful, a principle he endorses as an essential trait of effective content. The final chapter in the book contains several checklists, examples, and prompts to help marketers develop and distribute epic content for their business. The genius behind Epic Content Marketing is the easy blend of simplicity and complexity in its advice.

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