



Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media (Que Biz-Tech)

Rebecca Lieb

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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 to systematically enhance consumer engagement and 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 and where you'll say it, how often you'll communicate, and how you'll measure your effectiveness. She offers practical guidance for "listening" to conversations about your brand, products, and services, responding more effectively, and effectively informing those conversations. You'll learn how to use your digital content strategy to shape marketing, branding, PR, SEO, customer and media relations, blog content, social media initiatives, and of course, your website. Lieb drills down to offer detailed, actionable advice for issues such as choosing distribution channels making sure you don't run out of things to say making your content "findable" promoting two-way dialogue. Using her techniques, you can market far more effectively and personally build loyalty as you inform and entertain customers and reduce or even eliminate advertising costs. Think about it: why buy media when, today, you are the media?

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