



Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less (Business Books)

By Joe Pulizzi

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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"

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Editorial Review

Review

"This is a brilliant canter through the rapid and ever changing world of content marketing."

-JONATHAN MILDENHALL, VP of Global Advertising Strategy and Creative Excellence at Coca-Cola

"Joe Pulizzi may know more about content marketing than any person alive. He proves it in these pages."

-JAY BAER, NYT Best-Selling Author of Youtility

"Listen to this guy. He really understands the new world of marketing."

-DON SCHULTZ, Professor Emeritus at Northwestern University's Medill School of Journalism

"As Joe shows us in his wonderful Epic Content Marketing, you must unlearn interrupting people with your nonsense. Instead, publish the valuable content they want to consume and are eager to share."

-DAVID MEERMAN SCOTT, bestselling author of The New Rules of Marketing and PR.

"If you truly want to be successful at content marketing, Pulizzi is one of the few who can show you the way."

-MITCH JOEL, President Twist Image

"Joe Pulizzi has made me a content believer!"

-KATHERINE BUTTON BELL, Vice President & Chief Marketing Officer Emerson

"Joe Pulizzi is the godfather of our burgeoning profession of Content Marketing. He lays out the objectives, principles and core strategies of our field in a way that's easy-to-understand, inspiring and entertaining."

-JULIE FLEISCHER, Director, Media & Consumer Engagement at Kraft Foods

"For those organizations struggling to create a content marketing program that drives results, Joe delivers. Again."

-ANN HANDLEY, Chief Content Officer, MarketingProfs

"Epic Content Marketing gives all the details practitioners need without over-complicating."

-PROFESSOR JOANN SCIARRINO, Knight Chair, Digital Advertising and Marketing, UNC Chapel Hill

About the Author

Joe Pulizzi is the "godfather" of content marketing. He's the founder of the Content Marketing Institute, Content Marketing World, the largest in-person international content marketing event, and Chief Content Officer magazine. Joe has spoken at more than 200 locations and 10 countries advancing the practice of content marketing. Joe also writes one of the most popular content marketing blogs in the world.

EpicContentMarketing.com

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Rachel Morris:

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