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Content Chemistry: An Illustrated Handbook For Content Marketing



Synopsis

The result of thousands of conversations about web marketing with hundreds of companies, this handbook is a compilation of the most important and effective lessons and advice about the power of search engine optimization, social media, and email marketing. The first and only comprehensive guide to content marketing, this book explains the social, analytical, and creative aspects of modern marketing that are necessary to succeed on the web. By first covering the theory behind web and content marketing and then detailing it in practice, it shows how it is not only critical to modern business but is also a lot of fun. This edition has been updated to reflect new technology and marketing trends.

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Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "Content Chemistry: An Illustrated Handbook for Content Marketing" by Andy Crestodina. You're probably aware that we're in an era where marketers can bypass media gatekeepers such as paid advertising and the news media and speak directly to their customers on the Internet by producing their own content. This of course is why content marketing has had such a resurgence. I say resurgence because it's not a new form of marketing necessarily. It's just that for about the last 75 years, mass marketing through advertising and media relations worked. It worked beautifully as a matter of fact. But now people can avoid unwanted marketing messages and have much more control over what messages they receive. If your content is helpful, useful or

entertaining youâ™ll get their attention and theyâ™ll come to know, like and trust you. So there are a lot of businesses that are going back to content marketing, but there is a generation of marketers and businesspeople who are less familiar with how to get started with it in the age of the internet and social media. But fear not! If you are trying to get a handle on content marketing, from the trends down to the tactics, the book Content Chemistry is what you need. The book is extremely well researched and ingeniously presented. It includes clear explanations of things like search engine optimization, social media, and email marketing. The book, which is refreshingly concise, is laid out like a chemistry textbook and carries that narrative, but in a fun and informative way. For instance it includes the periodic table of content, which is worth the price of the book alone.

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