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Essentials of Thought Leadership and Content Marketing is a comprehensive, practical, step-by-step guide to achieving content marketing success. What's the

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connection between thought leadership and increased sales? Consistent strategy. Thought leadership and content marketing can be powerful tools for your business, but to use them to their fullest potential, you need to have a

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plan. Essentials of Thought
Leadership and Content Marketing
helps you create a comprehensive
and rigorous content marketing
strategy in which every piece works
together to meet your business
goals. Comprehensive, results-

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oriented, and practical, Essentials of Thought Leadership and Content Marketing covers every aspect of content marketing: researching customer needs; identifying your company's areas of expertise; generating thought leadership

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articles and other content;
communicating content through
email, social media, web marketing,
and traditional media; evaluating
response; generating sales leads;
and measuring results. More
important, Essentials of Thought

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Leadership and Content Marketing shows how to coordinate these strategic elements to an overall plan. Interviews with business leaders and case studies show how content marketing concepts work in the real world. The ideal book for

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marketers, advertising professionals, entrepreneurs, and anyone who works with content marketing—whether in B2B or B2C business, for-profit or nonprofit—Essentials of Thought Leadership and Content Marketing

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is a practical, step-by-step guide to achieving your content marketing goals.

Are you afraid to hit publish? Content marketing is how marketing happens today. You know you want to use it, but you're

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unsure about where to start. You may not feel confident about your writing abilities, either. Master Content Marketing is a step-by-step guide through the content marketing process. Pamela Wilson's 30 years of marketing

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experience infuse the guidance in the book." Scores of people profess to be content marketing experts. Who can you trust? You can trust Pamela Wilson."

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Marketing, Revised and Updated:
Attract, Engage, and Delight
Customers Online is a
comprehensive guide to increasing
online visibility and engagement.
Written by top marketing and
startup bloggers, the book contains

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the latest information about customer behavior and preferred digital experiences. From the latest insights on lead nurturing and visual marketing to advice on producing remarkable content by building tools, readers will gain the

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information they need to transform their marketing online. With outbound marketing methods becoming less effective, the time to embrace inbound marketing is now. Cold calling, e-mail blasts, and direct mail are turning consumers

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off to an ever-greater extent, so consumers are increasingly doing research online to choose companies and products that meet their needs. Inbound Marketing recognizes these behavioral changes as opportunities, and

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explains how marketers can make the most of this shift online. This not only addresses turning strangers into website visitors, but explains how best to convert those visitors to leads, and to nurture those leads to the point of

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becoming delighted customers.

Gain the insight that can increase marketing value with topics like:
Inbound marketing – strategy, reputation, and tracking progress
Visibility – getting found, and why content matters
Converting

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customers – turning prospects into leads and leads into customers
Better decisions – picking people, agencies, and campaigns
The book also contains essential tools and resources that help build an effective marketing strategy, and

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tips for organizations of all sizes looking to build a reputation. When consumer behaviors change, marketing must change with them. The fully revised and updated edition of Inbound Marketing is a complete guide to attracting,

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engaging, and delighting customers
online.

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup

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founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great

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business." -- Peter Thiel, billionaire
PayPal founder The number one
traction mistake founders and
employees make is not dedicating
as much time to traction as they do
to developing a product. This
shortsighted approach has startups

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trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and

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organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless

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more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist

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Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Outside-In Marketing

How to Change the Way You Sell
to Match How People Buy

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The PR Agency's Manual to
Transforming Your Business With
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with Technical Content

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Stop marketing. Start UnMarketing.

No one likes cold calls at

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dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is "marketing," then the world would probably prefer whatever is the opposite of that. If you're ready to stop marketing and start

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engaging, then welcome to UnMarketing. The landscape of business-customer relationships is changing, and UnMarketing gives you innovative ways out of the old "Push and Pray" rut. Instead, draw the right customers to you through

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*listening and engagement, enabling
you to build trust and position
yourself as their logical choice when
they need you. This updated and
revised edition includes new
information on building relationships
through Twitter, Facebook,*

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LinkedIn, and Google+.

UnMarketing supplies you with a winning approach to stop ineffective marketing and put relationships first—then reap the long-term, high-quality growth that follows!

"[INSERT NAME HERE] has written

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*a game changer for [INSERT
INDUSTRY HERE]. Drop everything
and read this book!" —Famous
author who hasn't read this book
"This book has a great amount of
words." —Fortune 500 CEO who
was at an open-bar event with the*

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*author and agreed to give
testimonial "This book is the
greatest business book in the world,
besides mine." —Author who only
gives testimonials to people who
give him one in return
Everything in our world, from*

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*marketing to technology to
distribution to the capital markets, is
moving at a faster pace than ever.
Yet most companies view change
as a threat, and survival as the goal.
This book transforms all that. It
contains a simple yet revolutionary*

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idea: we can evolve our companies the same way nature evolves a species. Evolution is a fundamental force of nature, and Seth Godin demonstrates how it can be put to work in any organisation. The first step is to eliminate the anti-change

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reflex that's genetically coded into all of us. Once a company learns to 'zoom' (to change without panicking), it is much more likely to evolve. And a company that evolves can become ever more profitable. For the last five years, bestselling

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author Seth Godin has repeatedly demonstrated the power of his books by living their advice. He used the tactics in PERMISSION MARKETING to drive the book up the bestseller list. He followed the advice of UNLEASHING THE IDEA

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VIRUS to turn his treatise into a living example of an ideavirus. Now, as a committed zoomer, he shows his legions of fans how to turn their company into one that can zoom from one change to another. It's a formula for success whether the

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market is up or down, whether technology is hot or not, in all industries, from retail to tech to services.

This book is specifically targeted for founders who find themselves at the point where they need to transition

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*into a selling role. Specifically
founders who are leading*

*organizations that have a B2B,
direct sales model that involves
sales professionals engaging in
verbal, commercial conversations
with buyers. Moreover, many*

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examples in this book will be targeted specifically to the realm of B2B SAAS software, and specifically as regards new, potentially innovative or disruptive offerings that are being brought to market for the first time. In short,

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direct sales of the sort a B2B SAAS software startup would engage in. With that said, if you are looking to be a first time salesperson, transitioning in from another type of role, or fresh out of school, in an organization that meets those

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characteristics above, you will get value out of this book. Similarly, if you are a first time sales manager, either of the founder type, or a sales individual contributor who is transitioning into that role, again, in an organization who meets the

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*criteria above, you will also get
value from this book.*

*Use data, technology, and inbound
selling to build a remarkable team
and accelerate sales The Sales
Acceleration Formula provides a
scalable, predictable approach to*

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*growing revenue and building a
winning sales team. Everyone
wants to build the next \$100 million
business and author Mark Roberge
has actually done it using a unique
methodology that he shares with his
readers. As an MIT alum with an*

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*engineering background, Roberge
challenged the conventional
methods of scaling sales utilizing
the metrics-driven, process-oriented
lens through which he was trained
to see the world. In this book, he
reveals his formulas for success.*

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Readers will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of Worldwide Sales and Services for software

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company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to

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replicate his success, including the following key elements: Hire the same successful salesperson every time — The Sales Hiring Formula Train every salesperson in the same manner — The Sales Training Formula Hold salespeople

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accountable to the same sales process — The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month — The Demand Generation Formula Leverage technology to enable better buying

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for customers and faster selling for salespeople Business owners, sales executives, and investors are all looking to turn their brilliant ideas into the next \$100 million revenue business. Often, the biggest challenge they face is the task of

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scaling sales. They crave a blueprint for success, but fail to find it because sales has traditionally been referred to as an art form, rather than a science. You can't major in sales in college. Many people question whether sales can

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even be taught. Executives and entrepreneurs are often left feeling helpless and hopeless. The Sales Acceleration Formula completely alters this paradigm. In today's digital world, in which every action is logged and masses of data sit at

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*our fingertips, building a sales team
no longer needs to be an art form.*

*There is a process. Sales can be
predictable. A formula does exist.*

*Win New Customers with Outbound
Sales and End Your Dependence
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They Ask, You Answer

Survival Is Not Enough

Content Marketing, Engineered

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The digital era ' s new consumer

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demands a new approach to PR
Inbound PR is the handbook that
can transform your agency ' s
business. Today ' s customer is
fundamentally different, and
traditional PR strategies are
falling by the wayside. Nobody

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wants to feel “ marketed to; ” we want to make our own choices based on our own research and experiences online. When problems arise, we demand answers on social media, directly engaging the company in front of

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a global audience. We are the most empowered, sophisticated customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients ' interests.

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Unfortunately, those efforts are becoming increasingly ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today ' s PR agencies a new way to build

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brands, evaluate performance and track ROI. The ability to reach the new consumer, build the relationship, and quantify the ROI of PR services allows you to develop an inbound business and the internal capabilities to

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meet and exceed the needs of the most demanding client. In this digital age of constant contact and worldwide platforms, it ' s the only way to sustainably grow your business and expand your reach while bolstering your

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effectiveness on any platform.

This book shows you what you need to know, and gives you a clear framework for putting numbers to reputation. Build brand awareness without “ marketing to ” the audience

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Generate more, higher-quality
customer or media leads Close
the deal and nurture the
customer or media relationship
Track the ROI of each stage in
the process Content is the name
of the game now, and PR

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agencies must be able to prove their worth or risk being swept under with obsolete methods. Inbound PR provides critical guidance for PR growth in the digital era, complete with a practical framework for

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stimulating that growth.

Inbound marketing, in simple terms, is the process of helping potential customers find your company. This frequently happens before the customer is even ready to make a purchase,

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but making contact early can turn
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into brand preference and,
ultimately, leads and revenue.

This book is written for small
business owners with examples
and step-by-step instructions on
getting your store ready for any

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inbound marketing campaign.

Inbound marketing is fast
replacing outbound marketing.

Today, consumers are interested
in building relationships with
businesses and are turned off by
hard selling techniques. This

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guide provides practical advice for small business owners to build an effective inbound marketing strategy using techniques like search engine optimization (SEO), lead magnets, and creating buyer

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personas. Learn how to get your E-commerce shop ready with tips on optimizing product images, offering to upsell opportunities, and starting a blog. Instead of chasing leads, read how you can build content

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that will keep customers coming
back to your E-commerce store.

F#ck Content Marketing isn't a
book for content

marketers. Instead, it's for
everyone in the organization who
needs better context and

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direction for how to drive
demand, revenue, and
relationships with content. Truly
effective companies (and
marketers) create content
experiences, drawing the
customer into an immersive

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infinite scroll that mirrors the consumer experience of Netflix, Spotify, and other billion-dollar brands. Randy Frisch will push you to rethink how you approach content for complex buyer journeys. The current mindset is

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all about volume-the more
content created, the better. But
the reality is that almost 70
percent of content created within
an organization is never used,
and there's little point investing in
content marketing if you're not

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leveraging the assets you create. In this book, Frisch unpacks the Content Experience Framework, arming your organization to deliver personalized experiences that leverage your content to engage

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your audiences at scale-as well
as identify and ramp up the key
players in your organization who
need to own this process.

This book is for entrepreneurs
and the leaders of B2B
businesses who want to use

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content marketing to bring a predictable stream of qualified leads into their sales cycles, and need a replicable system to make it happen. This book provides that system - a step-by-step process that can be

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executed in any business to generate qualified leads and more conversions with content marketing. In Content That Converts, you'll learn:- How to get clear on your audience, offers and messaging (and why

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those three elements are so important)- How to develop a recurring content system, and how to create long-form content assets (such as books and courses) that establish you as an industry leader- How to distribute

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your content effectively with email and SEO, to expand your reach and create conversion opportunities that translate to sales- How to hone your conversion potential over time with the principles of influence

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and market sophistication, and how to write powerful sales copy as a result" Laura is a content machine that pumps out excellence onto paper." Jeff Root, SellTermLife and #1 Amazon Bestseller" Using your strategies,

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we're getting more sales and
people are much more engaged.

Good work!" Scott

Desgrosseilliers, Wicked

Reports" Laura has a great ability
to draw out the nuances of how
things are done in any business.

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Her writing is fantastic and the delivery is spot on."Tristan King, owner of Blackbelt Commerce, top-rated Shopify agency in the world

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The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer,

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and much more In today ' s digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their

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buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content

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strategy puts your answers at the top of those search results. It ' s a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of

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the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of

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companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content

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marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from

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companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and

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what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising

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and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that

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want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

Supercharge ROI by Rebuilding Content Marketing Around Your Customer! Marketing has always been about my brand, my product,

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my company. That ' s " inside-out " marketing. Today, customers hate it—and ignore it. What does work? Customized messages they already care about. Marketing that respects their time and gives them immediate value in exchange for their attention. Marketing that ' s

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“outside-in.” Now, two renowned digital marketing thought leaders show how to integrate content marketing with Big Data to create high-ROI, outside-in marketing. James Mathewson and Mike Moran share new practices, techniques, guidelines, and metrics for

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engaging on your customers ' terms, using their words, reflecting their motivations.

Whether you ' re a content marketer, marketing executive, or analyst, you ' ll learn how to: •

Ease your customers ' pain—solve what keeps them up at night—with

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- compelling content experiences
- Build content that's essential to clients and prospects in each step of their buyer journeys
- Integrate search and social data into all facets of content development to continually improve its effectiveness
- Build

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evergreen content that is continuously improved to better meet the needs of your clients and prospects

- Apply advanced machine learning, text analytics, and sentiment analysis to craft more discoverable, shareable content
- Shape your messages to

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intercept your clients ' and prospects ' information discovery in Google • Transform culture and systems to excel at outside-in marketing

Shares examples and anecdotes and offers a framework to successfully develop new

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This booklet's goal is to provide an introduction to smarketing and hopes to provide some new tactics, based on growth hacking, in implementing a smarketing approach. For readers new to this field, and to better understand the

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provided marketing methodology, this booklet starts with an introduction to inbound and content marketing. Marketeers that are accustomed with the ins and outs of inbound marketing can skip the first paragraphs and start reading at the paragraph about putting the

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‘S’ in smarketing. This incisive booklet will provide you with some new and valuable insights and countless tips and tricks to attract more business. EXCERPT Ask yourself these questions: - Are you afraid that new innovative companies will take away your

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business with a disruptive
customer acquisition strategy? -
Did you see a decrease in
effectiveness of your current sales
or customer acquisition strategy? -
Is your company struggling with
its first and second steps on social
media? Or are you quite active

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online, but not really generating the expected additional revenue? -
Have you noticed that some marketing actions are able to generate a lot of interest and engagement, but you don't have a clue how to replicate this result? -
Are your marketing and sales

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departments not teaming up, acting together and therefore not reaching their full potential? - Do you have the impression that sales and marketing are separate businesses? - Have you heard of growth hacking? If so, do you believe it is a marketing technique

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only for technology startups? Did you answer yes to any of the questions above? Then you're on the right track. ABOUT THE AUTHOR Nikolaas Van Riet is a scientist that studied non-linear acoustics, advanced quantum mechanics, and nuclear physics.

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After a PhD adventure, he started his professional career as an innovation consultant, but quickly moved into business development. An Introduction to the Integration of Marketing and Sales Using Data, Technology, and Inbound Selling to go from \$0 to

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\$100 Million

Boost Your Brand, Increase Your
Market Share, and Generate
Qualified Leads

New Sales

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Video can help you close the deal in a virtual world and this book from award winning marketer and author Marcus Sheridan will show you how. With practical advice and step by step

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instructions, this is the ultimate guide to selling over video - no matter how much you hate watching yourself on the screen. More than ever before, buyers and consumers are demanding for more video. Just "reading" about a product, service, or company will no longer do the trick. Today, they must "see" it.

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Notwithstanding this increased demand for video, most businesses and organizations have struggled to quickly adapt. In fact, many have no idea as to how or where to get started. For this purpose, The Visual Sale was written. Finally, businesses and organizations have a clear guide that will literally show

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them, in simple, clear, and actionable terms, exactly how they can build a culture of video and start "showing it" moving forward, ultimately leading to a dramatic improvement to their sales numbers, marketing strategy, and overall customer experience.

ABOUT THE BOOK *When it was*

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released in the fall of 2009, The Boston Globe called Inbound Marketing: Getting Found Using Google, Social Media and Blogs, “...quite simply the best collection of practical, tactical advice I’ve seen to explain this important shift in marketing.” Which raises the question, “Which shift is that?” According to

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Brian Halligan, one of the book's two authors, "People just don't listen to ads or read spam emails, and we don't pick up the phone if we don't know who it is. That kind of marketing is broken; The alternative is to have customers find the seller, rather than the seller, or marketer, interrupt potential customers with

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marketing materials and unsolicited calls. Inbound Marketing is all about how to do just that. Authored by the co-founders of Hubspot, which sells software to accomplish the processes described within, Inbound Marketing reveals the practical steps to be taken to develop a new kind of marketing strategy, using blogs, Facebook

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pages, Tweets and interactive Web sites to help potential customers field a marketing venture, rather than resorting to the traditional methods of high cost multi-media advertising, direct mail, email, or cold calling by a sales force.
EXCERPT FROM THE BOOK *Defining your approach is an essential step in*

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developing your inbound marketing strategy. The Grateful Dead are used as an example of developing first a niche market and then an inbound marketing strategy to build their brand. For those unfamiliar, the Dead made records that sold poorly, yet attracted a singularly faithful audience. Brian Halligan is a

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self proclaimed Grateful Dead fan. He uses them as an example of using inbound marketing, allowing their fans to come to them and eventually becoming “one of the highest grossing bands of all time.” The use of the Grateful Dead as an example of a successful inbound marketing strategy is somewhat fallacious, the sort

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of anecdote expected in a seminar to inject a lighthearted moment. It is akin to Yogi Berra's comment about making the right mistake. The Grateful Dead simply made records that did not sell particularly well outside of their own genre, though their fans were devoted followers. As an example of what can happen when

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devoted fans spread the word amongst themselves, leading to increased followers their example can be instructive, but the implication that they developed and implemented an effective inbound marketing strategy is misleading. They did not give records away. They charged competitive prices for their performances.

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They often performed at large music festivals. They followed the traditional methods of the day. They achieved success, though not as one of the highest grossing acts of all time, due to longevity and continuous work. There is a significant difference between a successful strategy and a fortuitous

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result. One does not necessarily follow the other. Part Two Get Found By Prospects Chapter Four. Get Found By Prospects In addition to a remarkable value proposition one must create remarkable content about one's products and services. Remarkable content attracts to your web site, which in turn attracts the notice of

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search engines, indicating your site is worthy of increased attention via keywords. Remarkable content also moves quickly across the social media sites. A remarkable blog will spread quickly across the social media relevant to your product or service and draw more attention, more site visits and potentially

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more customers. It is therefore obvious that there is a need to create remarkable content on a continuing basis... Buy the book to continue reading! Follow @hyperink on Twitter! Visit us at www.facebook.com/hyperink! Go to www.hyperink.com to join our newsletter and get awesome freebies!

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knowledge, strategies, and skills need to create content, instantly engage customers, and compel them to action by sharing ideas so seamlessly matched to each audience's context that they can't help but take next steps toward purchase. Epic Content Marketing: How to Tell a Different Story, Break through the

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*Pulizzi is a content
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*few quick keystrokes.
Enter the age of the
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no longer has to rely on a
sales rep to research
their challenges or learn
more about how a company's*

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*offering might fit their
needs. Now, with more than
60% of purchasing
decisions made in the
absence of a sales rep,
the role of the rep itself
has been called into*

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question. With no end in sight to this trend, sales professionals and the managers who lead them must transform both the way they think about selling and how they go

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*about executing their
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*perfectly describe the
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Why are some products and

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ideas talked about more than others? Why do some articles make the most emailed list? Why do some YouTube videos go viral? Word-of-mouth. Whether through face-to-face

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conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our own behaviour. Indeed, word-of-

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mouth generates more than
two times the sales of
paid advertising and is
the primary factor behind
20-50% of all purchasing
decisions. It is between
8.5 and 30 times more

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effective than traditional media. But want to know the best thing about word-of-mouth? It's available to everyone. Whether you're a Fortune 500 company trying to increase sales, a

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*corner restaurant trying
to raise awareness, a non-
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politician running for
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mouth can help you*

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*succeed. And you don't
have to have millions of
dollars to spend on an
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just have to get people to
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*YouTube, online PR, and
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B2B digital marketing initiative • Segment your audience and identify the best digital platforms and vehicles for connecting with them • Systematically address the entire B2B

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*buying continuum: reach,
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retention, and loyalty •*

*Create a flexible,
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marketing plan • Design a
website that helps B2B*

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at his website,

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Contagious

They Ask You Answer

Sometimes, sales organizations
rely too heavily only on
inbound lead generation.

However, when the inbound
leads dry up and marketing

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efforts stop yielding results, the need for outbound activity becomes more crucial than ever. Many companies have let their sales people devolve into an order-taking, customer “farming” team where the

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focus is following up on inbound leads or just trying to upsell current customers. Conversely, this is the critical time in the life of a business when?organizations with a team trained to sell outbound

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successfully will rise above the rest.?? Outbound selling can be intimidating even to the most senior rep, yet that same intimidation around cold calling and outbound sales can be transformed into confident

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success with the right tools at your disposal. In Outbounding, sales expert William Miller provides sales teams with everything they need to: Have the right tools to outbound and not to just harass Learn how to

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outbound to the C-Suite as well as the manager level See prospect meetings less as win-lose battles and more as opportunities to use problem-solving skills Utilize templates and ideas that really work and

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can be adapted to one's own style Outbounding equips sales people with the knowledge, training, and road-tested sales tactics to raise the success rate of their outbound sales, using proven strategies that deliver

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of your budget, you are almost certainly overspending on television, radio, and print ads, yet neglecting the number-one resource you have at your disposal: the Internet. Content marketing is no longer about

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keyword-stuffing and link-building; in fact, using those tactics today gets your page shuffled to the bottom of the heap. Quality content is the key to success, and you already have the ingredients in-

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Marcus Sheridan's pool company struggled after the housing collapse; today, they're one of the largest pool installers in the U.S., turning away millions of dollars in business they simply cannot

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accommodate every year. How did he manage it? He answered questions. This book shows you how Marcus's strategy can work for your business, and how to use your keyboard to bring customers through the

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door. Boost your company's web presence with methods that work Build a level of trust that generates customer evangelism Leverage your in-house resources to produce winning content Utilize tactics

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that work, regardless of industry or sector. When people have questions, they ask a search engine. If you have answers, the right content strategy will get them to the top of the search results and

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seen by millions of eyes every day. Drop the marketing-speak, stop "selling," and start answering. Be seen as an authority, not just another advertisement. They Ask You Answer describes a fresh

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only way to grow quickly and
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breaking through to your target customers without breaking the bank requires a reliable system to take your business from the shadows to the top of the search results. Written specifically for service business

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tested and proven by hundreds of service companies. In *Grow!*, author, US Air Force pilot, and highly successful entrepreneur Donnie Shelton reveals the system he devised to grow two service companies from

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communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all

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relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait

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headlines and Twitter
streams and Instagram feeds
and gifs and video and
Snapchat and YOLO and LOL
and #tbt. . . does the idea
of focusing on writing seem
pedantic and ordinary?
Actually, writing matters

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more now, not less. Our
online words are our
currency; they tell our
customers who we are. Our
writing can make us look
smart or it can make us look
stupid. It can make us seem
fun, or warm, or competent,

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or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it

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means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare

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deck or the words you're
reading right here, right
now... And so being able to
communicate well in writing
isn't just nice; it's
necessity. And it's also the
oft-overlooked cornerstone
of nearly all our content

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how-to advice designed to
get results. These lessons

and rules apply across all
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web pages, home page,
landing pages, blogs, email,
marketing offers, and on
Facebook, Twitter, LinkedIn,

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and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or

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publishing any kind of
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you're a big brand or you're
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include: How to write
better. (Or, for "adult-
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and usage rules tailored for
business in a fun, memorable

way. (Enough to keep you
looking sharp, but not too
much to overwhelm you.)

Giving your audience the
gift of your true story,
told well. Empathy and

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humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and

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real secret to great
marketing is not a brilliant
tagline, but creating
compelling and useful
content." —Rohit Bhargava,

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