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Supercharge ROI by Rebuilding Content Marketing Around Your Customer! Marketing has always been about my brand, my product, 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 " 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 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 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 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 intercept your clients ' and prospects ' information discovery in Google
- Transform culture and systems to excel at outside-in marketing

Brand Bible is a comprehensive resource on brand design fundamentals. It looks at the influences of modern design going back through time, delivering a short anatomical overview and examines brand treatments and movements in design. You'll learn the steps necessary to develop a successful brand system from defining the brand attributes and assessing the competition, to working with materials and vendors, and all the steps in between. The author, who is the president of the design group at Sterling Brands, has overseen the design/redesign of major brands including Pepsi, Burger King, Tropicana, Kleenex, and many more.

How to effectively use Pinterest to market your business,product, or service Pinterest, the rapidly growing social networking site thatallows users to post and share images and videos on "pinboards" (acollection of " pins, " usually with a common theme), isproviding businesses and savvy entrepreneurs with a new platform tomarket their products and services. And, as with any new platform,learning what works best and what doesn ' t when it comes tomarketing can be a challenge. Pinfluence is a complete guideto Pinterest marketing that will teach you how to effectively raiseawareness for your brand, product, or service, drive traffic fromPinterest to your website, and connect with current and potentialcustomers. You will learn: How to create a powerful Pinterest profile, your Pinterestbrand strategy, set up boards, pin and repin images, and get intoconversations in the Pinterest user interface. Pinterest marketing techniques, including great contentcreation, how to optimize websites and blogs for pinning, and howto start growing your followers. How to integrate Pinterest with other social media tools(including Facebook, Twitter, and blogs) and how to track trendsand monitor conversation on Pinterest. Advanced Pinterest marketing techniques, including how to growyour audience, how to use the Pinterest iPhone app, advice forspecial types of businesses (B2B companies and nonprofits), and howto make your pins and boards " sticky " so they capturepublic attention and influence people to change theirbehavior. Pinterest copyright issues Pinfluence is for anyone who wants to join the likes ofcompanies like Whole Foods, Gilt, West Elm and others, and harnessthe marketing power of Pinterest to grow their business.

Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less.Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/202 and 80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers.

Updated January 2019, includes a free electronic version of the book as a PDF (a \$29 value) and includes an index. The Definitive Guide to Infusionsoft is part user guide, part case studies, part helpful tips from successful end users, Infusionsoft Certified Consultants and Infusionsoft Marketers of the Year. All of the information has been compiled to help the average user get the most out of this powerful sales and marketing automation platform that combines CRM functionality with email marketing, E-Commerce and Affiliate Marketing. Infusionsoft's unique ability to empower you to segment your prospects and clients so you can send timely, relevant sales and marketing messages to them is how they could promise to double your sales. However, that promise was too dramatic so they now tell you to "Automate. Integrate. Celebrate." That really is the key. Like Henry Ford, the local business owner will never be able to truly celebrate and enjoy success until they implement some form of automation. When you follow the Infusionsoft Perfect Customer Lifecycle to you build your Marketing Automation Plan you will soon be enjoying that success. With this book, you'll be automating, integrating and celebrating that much faster. Good selling.

As some of today's major and complex companies are worth more than the GDPs of some countries, traditional marketing approaches, such as glossy corporate campaigns, will have limited returns. Account-based marketing, also known as client-centric marketing, treats important individual accounts as markets in their own right, to help strengthen relationships, build reputation, and increase revenues in important accounts. A Practitioner's Guide to Account-Based Marketing outlines a clear, step-by-step process for readers to harness ABM tools and techniques and set up ABM programmes. Featuring insights from practising professionals and case studies from organizations including Microsoft, Accenture, O2 and Fujitsu, it also contains guidance on developing the competencies needed for account-based marketing and managing your ABM career. This updated second edition contains further discussion on how ABM initiatives can go from a pilot to being embedded in a business, new material on quantified value propositions and updated wider research. Meticulously researched and highly practical, A Practitioner's Guide to Account-Based Marketing will help all marketers to deliver successful B2B marketing.

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Packed with valuable information on promoting books in the Christian marketplace, this book is the perfect resource for publishers and authors. Chock full of specific resources with contact information, Your Guide to Marketing Books in the Christian Marketplace walks you step-by-step through the various aspects of book promotion. This second edition has been updated and expanded. This new addition includes chapters on leveraging social networking and the Urban market. This is the essential resource for anyone involved in producing and promoting Christian books.

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