

"The massively experienced Rebecca Lieb is an engaging writer who gets right to the heart of creating content that attracts attention and turns readers and watchers into customers. This book is crisp but not trivial, comprehensive but not ponderous, and useful but not pedantic. You should have bought it by now."

—Jim Sterne, eMetrics Marketing Optimization Summit,
Founder and Web Analytics Association Chairman

CONTENT MARKETING

Think Like a Publisher—How to
Use Content to Market Online
and in Social Media



REBECCA LIEB

foreword by JOE PULIZZI

Praise for *Content Marketing*

“The Web democratized access to publishing, but didn’t come with an instruction manual. I don’t know anyone more qualified to write that manual than Rebecca. If you aspire to be a competent publisher, peek inside the concepts and processes that keep the great publishers on top.”

—Ted McConnell, EVP Digital, Advertising Research Foundation (ARF)

“The massively experienced Rebecca Lieb is an engaging writer who gets right to the heart of creating content that attracts attention and turns readers and watchers into customers. This easy-to-read, how-to primer is a must-read for beginners who need a clue and old timers ready for a refresher. This book is crisp but not trivial, comprehensive but not ponderous, and useful but not pedantic. You should have bought it by now.”

—Jim Sterne, eMetrics Marketing Optimization Summit
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“Content marketing is about optimizing the dialogue between a company and its customers for profitable outcomes. The better the conversation is, the more attention it attracts, and the more your customers are compelled to talk and buy. Almost any company or service can find a content marketing strategy that will work for it. And with an economic forecast that’s challenging for at least the near future, it’s easy to make a case for leveraging content for all it’s worth. This book explains the nuts and bolts of content marketing, from developing a strategy to putting it into practice to measuring and improving results. If your business has any kind of a digital presence, from a website to a Facebook page or a Twitter account, you can’t afford not to read it—now.”

—Bryan Eisenberg, marketing speaker and co-author of *The Wall Street Journal*, *BusinessWeek*, *USA Today*, and *The New York Times* bestselling books *Call to Action*, *Waiting For Your Cat to Bark?*, and *Always Be Testing*.

“Content creation can be a tough task, but there’s no one in this industry that understands the ins and outs of creating highly valuable and thoroughly optimized content like Rebecca Lieb. These days, it’s not just about putting words up in a blog post, and Rebecca is one of the top authorities to teach marketers how to create content that resonates with their audiences, social communities, and search engines. If you’re going to buy any book to teach you about creating valuable content for your audience, it should be this book!”

—Liana “Li” Evans, author of *Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media*

Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media

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