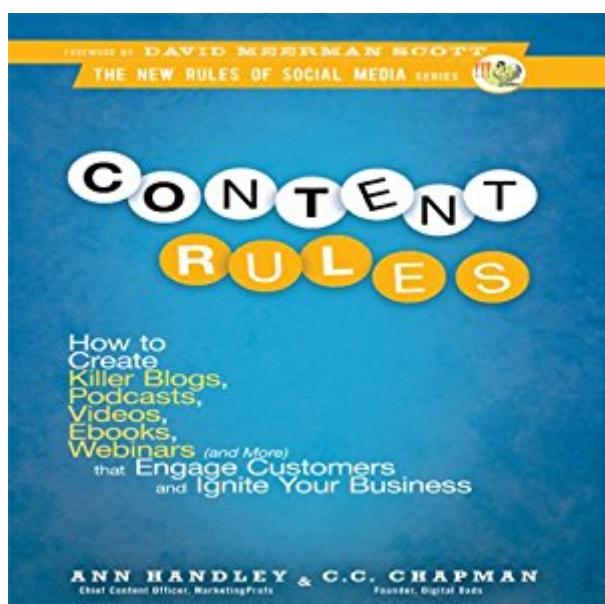


The book was found

Content Rules: How To Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers And Ignite Your Business (New Rules Social Media Series)



Synopsis

To market your business, reach new customers, and create long-lasting loyalty, you need one indispensable element: CONTENT. Whether it's bite-sized tweets that allow you to forge relationships on Twitter, blog posts that give your readers must-have advice, ebooks or white papers that engage (and don't bore), videos that share the human side of your company, interactive webinars that deliver a valuable learning experience, or podcasts that can be downloaded and listened to on the fly (and more!) . . . now more than ever, content rules! Today, you have an unprecedented opportunity to create a treasury of free, easy-to-use, almost infinitely customizable content that tells the story of your product and your business, and positions you as an expert people will want to do business with. Ann Handley and C.C. Chapman, business writers, speakers, and marketing thought leaders for clients such as The Coca-Cola Company, HBO, and Verizon FiOS, show you how to leverage all of today's tools to create content that truly speaks to your audience. They'll show you how to:

- Understand why you are generating content—getting to the meat of your message in practical, commonsense language, and defining the goals of your content strategy
- Explore ways to integrate searchable words into your content without sounding forced (or sounding like "Frankenspeak")
- Write in a way that powerfully communicates your service, product, or message across various Web mediums
- Create a publishing schedule that allows you to create different kinds and types of content at once
- Offering examples of businesses using content effectively across a wide range of industries and fascinating explanations of how you might approach your own content strategy

Content Rules is the essential field guide to creating your story, finding the right balance of humor and humanity in your content, and building a portfolio of value that will keep delivering for the long haul.

Book Information

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Customer Reviews

Content Rules is one of those timeless content marketing books that works for any business (I actually just bought a copy for my church). Ann Handley and C.C. Chapman walk you through the mindset of creating valuable content, then dig into the myriad of ways you can do so. Even though Content Rules is a few years old, I'd argue that it's more relevant now than ever before, as we have more tools for creating and repurposing content from channels that weren't as established when the book was first written (think social, but even through marketing automation and new publishing channels like LinkedIn and Medium). If you're new to content marketing, start here. If you've been at it awhile, come back to this book for a refresher on ways you can repurpose and reconnect with your customer base.

I purchased this book when it was first published and I finally got around to reading it. I'm about to launch a new website and I knew I needed to read this book first. Although I haven't yet finished it, the book is providing me with ideas about how to reimagine my existing content and it even suggests a publishing schedule with daily, weekly, monthly, quarterly, biannual and annual tasks. If you are just starting a blog, read this book first. If you have been writing a blog for a while (like me) and are looking for new inspiration and oomph, this is a wonderful book. It also makes a strong case for videos and podcasts (which I've been avoiding) but now I'm shopping for a camcorder. It's a worthwhile book for every blogger in every industry. I know that I'm going to recommend it and loan it to friends and clients.

I was recommended this book by a friend who has his own business and is seriously impressed. What a brilliant guide to content marketing. It gives much more than I ever expected. The information is in depth and requires a 2nd or maybe even a 3rd read. Next time round though, I will be checking out many of the sites and blogs recommended. So much information its quite scary - but really exciting. I am looking forward to starting my own blogs and doing something serious with them.

Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (New Rules Social Media Series)In the midst of mediocrity, Content Rules really does rule their genre. Authors Ann Handley and C. C. Chapman provide relevant content for businesses reaching for the next level of online connections. You do not need a pocket protector to read Content Rules. Like their advice, Handley and Chapman speak in human "non-techy" terms describing how business can reimagine their message online to attract more readers. The authors combine proven foundation of marketing principles and layer creative communication to help businesses find their own voice and cut through all the digital clutter. Businesses serve a more intelligent set of consumers and clients today. People today Google questions, Yelp dinning options, and read comments posted about businesses. Yes, consumers are savvier and reaching them requires more than cute ads and competitive prices. Social media serves as the primary road map for consumers. Handley and Chapman helps your business get on this digital map with road signs pointing customers your way. Content Rules: How to Create Killer Blogs, Podcasts, Videos, EBooks, Webinars, (and More) that Engage Customers and Ignite Your Business published by Wiley distinguishes itself as noted by the numerous positive reviews. The table of contents guides the reader to find their own voice online, craft their message, and solve problems for their online customers. Sharing "how to" content helps build trust with customers and helps them see your content as a resource rather than a sales pitch. Handley and Chapman bring back the classic advice of E. B. White's and Strunk's Elements of Style with a list of guidelines every writer (marketer) should memorize. Marketers often butcher language with too many adjectives or adverbs or worse overuse buzzwords. Content Rules reminds the reader of foundational issues, intermediate steps and advanced techniques that helps new comers and socially savvy businesses as well. The book is filled with lists and recommendations. The authors point toward third party venders that help business solve key issues. Handley and Chapman help businesses shape specific goals to determine if online efforts are attaining the desired affect. The authors lay the foundation by showing why certain types of on line content is more valuable than others, describe how businesses can develop the content to gain a significant online presence, and share some case studies to help spark or shape ideas. Make no mistake, what Handley and Chapman propose requires significant effort and labor hours. They help you mine content from places you may not have considered. The book clearly gives numerous ways to turn your customer service knowledge into valuable web content. Handling all aspects of a business's online presence will require a dedicated person and at least ten percent of workers' time that provide content. The authors follow their own rules as they write a creative message setting this book up as the "go-to"

source. There are some books you read and share with the team, but the whole team should read Content Rules or the collaborative messaging effort will fall short.

I'm halfway through it and have 22 pages of notes. If you're wanting to learn "how to write your own online marketing".... you need to read this book!

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Different Story, Break through the Clutter, and Win More Customers by Marketing Less (Business Books) Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing. Social Media Marketing: Dominating Strategies for your Business with Social Media (Edition July 2017, Facebook, Snapchat, Instagram, Twitter, LinkedIn, YouTube)

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