

*FOREWORD BY MICHAEL BRENNER
VP CONTENT STRATEGY, SAP*

JOE PULIZZI

COAUTHOR OF GET CONTENT GET CUSTOMERS

EPIC CONTENT MARKETING

*HOW TO TELL A DIFFERENT STORY,
BREAK THROUGH THE CLUTTER, AND
WIN MORE CUSTOMERS BY MARKETING LESS*



Epic Content Marketing How To Tell A Different Story Break Through The Clutter And Win More Customers By Less Joe Pulizzi

Newt Barrett, Joe Pulizzi



Epic Content Marketing How To Tell A Different Story Break Through The Clutter And Win More Customers By Less Joe Pulizzi

Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less Joe Pulizzi,2013-09-27 Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and stories tailored for instant widespread distribution on social media Google and the mainstream press It provides a step by step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability Joe Pulizzi is a content marketing strategist speaker and founder of the Content Marketing Institute which runs the largest physical content marketing event in North America Content Marketing World Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less Joe Pulizzi,2013-09-24 He proves it in these pages Jay Baer New York Times bestselling author of Youtility Why Smart Marketing is About Help Not Hype The future of successful brand building an **Epic Content Marketing** ,2018 Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and stories tailored for instant widespread distribution on social media Google and the mainstream press It provides a step by step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability Joe Pulizzi is a content marketing strategist speaker and founder of the Content Marketing Institute which runs the largest physical content marketing event in North America Content Marketing World **Youtility** Jay Baer,2013-06-27 The difference between helping and selling is just two letters If you re wondering how to make your products seem more exciting online you re asking the wrong question You re not competing for attention only against other similar products You re competing against your customers friends and family and viral videos and cute puppies To win attention these days you must ask a different question How can we help Jay Baer s Youtility offers a new approach that cuts through the clutter marketing that is truly inherently useful If you sell something you make a customer today but if you genuinely help someone you create a customer for life **Get Content Get Customers: Turn Prospects into Buyers with Content Marketing** Joe Pulizzi,Newt Barrett,2009-05-02 Connect to customers with compelling content The rules of marketing have changed Instead of loud claims of product superiority what customers really want is valuable content that will improve their lives Get Content Get Customers explains how to develop compelling content and seamlessly deliver it to customers without interrupting their lives It s the new way of marketing and it s the only way to build a loyal engaged customer base Pulizzi and Barrett have taken integrated marketing communications to the next level

Every marketer large or small can use this text to build better ongoing customer relationships Don Schultz Professor Emeritus in Service Integrated Marketing Communication Northwestern University Deftly navigating the worlds of PR advertising and marketing Joe and Newt prove that the real secret to great marketing is not a brilliant tagline but creating compelling and useful content Rohit Bhargava Senior Vice President of Digital Marketing Ogilvy 360 Digital Influence and author of Personality Not Included Get Content Get Customers provides a play by play for any marketer who is serious about breaking away from the pack Greg Verdino Chief Strategy Officer Crayon LLC [Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand](#) Robert Rose, Joe Pulizzi, 2011-08-01 Perhaps no function in the business organization has been as fundamentally revolutionized as marketing The social and mobile Web has completely changed the speed efficiency and ease with which consumers can engage with each other and has had a tremendous impact on brands This new engagement of the consumer with keen awareness of their relationships and emerging social networks now correlates to every single aspect of our business So yes marketing has changed The question is what are we going to do about it Content and Subscription The New Marketing Opportunity As growth of the social and mobile Web changes the methods of communication the old lines of hierarchical relationships between business and consumer blur substantially As consumers publish and share their opinions both good and bad with increasing ease they can become more persuasive than even the company s voice itself Every one of these groups becomes a powerful ally or enemy depending on what we do All of them will be constantly in flux developing levels of trust and requiring varying levels of transparency to filter content and determine buying decisions They will expand and collapse with great velocity and it will all happen with or without our participation Content marketing has been around for hundreds of years But the application of a specific strategic process around content marketing is still new The amount of budget that is allotted for new content creation is going to become a significant part of your new media budget And subject matter experts in the organization are going to have new responsibilities It s a transformative new process and it won t happen overnight But it can and should happen Get Content Get Customers showed us the light but there s been no book to show us the way There is an ancient Chinese proverb that says a crisis is simply an opportunity riding the dangerous wind As marketers we now have the opportunity to develop new processes with our marketing strategy power them with content and ultimately keep that wind at our back Successful programs will focus on creating a thoughtful strategy and process to foster this content marketing This book is a detailed how to build that successful content marketing process [Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit](#) Joe Pulizzi, Robert Rose, 2017-09-08 Killing your current marketing structure may be the only way to save it Two of the world s top marketing experts reveal the next level of breakthrough success transforming your marketing strategy into a standalone profit center What if everything we currently know about marketing is what is holding us back Over the last two decades we ve watched the entire world change the way it buys and

stays loyal to brands But marketing departments are still operating in the same campaign centric product led operation that they have been following for 75 years The most innovative companies around the world have achieved remarkable marketing results by fundamentally changing their approach By creating value for customers through the use of owned media and the savvy use of content these businesses have dramatically increased customer loyalty and revenue Some of them have even taken it to the next step and developed a marketing function that actually pays for itself Killing Marketing explores how these companies are ending the marketing as we know it in favor of this new exciting model Killing Marketing provides the insight approaches and examples you need to understand these disruptive forces in ways that turn your marketing from cost center to revenue creator This book builds the case for literally transforming the purpose of marketing within your organization Joe Pulizzi and Robert Rose of the Content Marketing Institute show how leading companies are able sell the very content that propels their marketing strategy You ll learn how to Transform all or part of your marketing operation into a media company Integrate this new operation into traditional marketing efforts Develop best practices for attracting and retaining audiences Build a strategy for competing against traditional media companies Create a paid earned media strategy fueled by an owned media strategy Red Bull Johnson Johnson Disney and Arrow Electronics have succeeded in what ten years ago would have been deemed impossible They continue to market their products as they always have and through their content driven and audience building initiatives they drive value outside the day to day products they sell and monetize it directly Killing Marketing rewrites the rules of marketing enabling you to make the kind of transition that turns average companies into industry legends

F#ck Content Marketing: Focus on Content Experience to Drive Demand, Revenue & Relationships Randy Frisch,2019-02-28 F ck Content Marketing isn t a book for content marketers Instead it s for everyone in the organization who needs better context and 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 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 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 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 your audiences at scale as well as identify and ramp up the key players in your organization who need to own this process

When MBAs Rule the Newsroom Doug Underwood,1995 Writing with anger but with a deep affection for the trade he examines the growing economic pressures within the industry the roots of the managerial revolution and the impact of marketplace journalism on the operation of the newsroom and employee morale Tick Achieve Kevin Duncan,2009-11-18 How many times have you thought of something crucial to do and then forgotten it completely That s why people invented

lists And very useful they are too If and only if they are used effectively Put thirty things on a list and it becomes too daunting Put three things on and there s no point in having a list And so we have refined the art of list writing to allow for about ten or twenty things to do But in truth most lists are rubbish Randomly assembled they do little to help the author navigate their way through the maze of stuff to do After all the only point of a list of things to do is to get things done Tick Achieve does just that It shows you how to get stuff done with lots of little techniques tried and tested on scores of individuals over 25 years This includes the cathartic and highly effective process of writing a list of what you are not going to do The author has trained hundreds of people in the art of getting stuff done There is no Big Plan as such contrary to what many other books suggest It s all about details and they can be very easy to implement Little things can make a massive difference Once you get the hang of it life gets easier In a business context and personally You can sleep better and worry less Concentrate on the things that matter and leave out the trivia and irrelevant Learn how to celebrate little bits of progress look down your list tick off a job well done and shout Tick Achieve

EXAMPLE CHAPTER OUTLINE

1 BUSINESS INTELLIGENCE I m too busy I m in a meeting professional time wasting and how to avoid it Teams what s the point The problem with the business world other people How to think more and worry less How being organised lets you take it easy Action not activity Outcome not output If I do x then y will happen

2 STRAIGHT TALKING AND GETTING STUFF DONE Permission to talk straight Clich and jargon red alert list How to get to the point and get everything done quickly Some ways to say no politely How to liven up boring meetings Spotting business bull Cutting through it and moving on

3 LEAVE IT OUT Less really is more How eliminating issues gets to faster answers in business Write a list of what you are not going to do Improving your time management Simplifying everything Being totally objective about the past How leaving it out forces the issue

4 ONE IN A ROW How breaking big problems down into small tasks really works How to eat an elephant in stages Knock em down one at a time Rapid sequential tasking an alternative to multi tasking The one touch approach Tick achieve move on

5 LOOK LIVELY The value of energy in business and in life generally Getting your attitude right Why lazy people are unhappy people Speed that s the thing Spotting pointless people Ditching the time wasters Don t waste time yourself beware aimless net surfers Cutting out the irrelevant stuff

6 HOW TO OUTTHINK YOURSELF Pre arranging tripwires Dealing with problems Pretend the job is finished It s urgent pretend it s not It s not urgent pretend it is The art of outthinking yourself

7 TICK ACHIEVE The art of great list writing The Priority Matrix The Growing Pane and how to use it Tick achieve So have you done it

Summary:

Epic Content Marketing BusinessNews Publishing,2015-07-01 The must read summary of Joe Pulizzi s book Epic Content Marketing How to Tell a Different Story Break Through the Clutter and Win Customers by Marketing Less This complete summary of the ideas from Joe Pulizzi s book Epic Content Marketing tells you how to use epic content marketing to gain loyal customers Your goal should be to help your customers and consistently provide the best information By doing this your customers will be grateful and become loyal to your company Your epic content marketing should Help the customer Be

consistent Be authentic Avoid sales speak Be the best Added value of this summary Save time Sell more and market less Engage your customers and motivate them to take action To learn more read Epic Content Marketing and find out how to market high quality information that leads to loyal customers **Content Rules** Ann Handley,C. C. Chapman,2012-05-22 The guide to creating engaging web content and building a loyal following revised and updated Blogs YouTube Facebook Twitter Google and other platforms are giving everyone a voice including organizations and their customers So how do you create the stories videos and blog posts that cultivate fans arouse passion for your products or services and ignite your business Content Rules equips you for online success as a one stop source on the art and science of developing content that people care about This coverage is interwoven with case studies of companies successfully spreading their ideas online and using them to establish credibility and build a loyal customer base Find an authentic voice and craft bold content that will resonate with prospects and buyers and encourage them to share it with others Leverage social media and social tools to get your content and ideas distributed as widely as possible 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 Write in a way that powerfully communicates your service product or message across various Web mediums Boost your online presence and engage with customers and prospects like never before with Content Rules *Revolution* Neil McMahon,2009-10-13 Take this brother may it sere you well As he lies bound and hidden on the floor of his abductors SUV Carroll Monks is only dimly aware of the bizarre series of high profile murders sweeping across the nation What he thinks about instead a they travel for hours deep into the Northern California wilderness is that the face of one of his abductors belongs to his own son Glenn long estranged and living the last Monks knew on the streets of Seattle The vehicle finally stops when Monks is untied and stpes out he sees he s been brought to a remote off the grid community where paramilitary training and methamphetamine makes for combustibile uneasy bedfellows and that Glen has fallen under the spell of a disenfranchised counter cultural sociopath known simply as Freeboot who claims that a revolution of the people is already under way Monks is appalled by Freeboot s violent histrionics and Manson like affinity for the hidden messages buried within Lennon and McCartney lyrics yet acknowledges that he hears echoes of his won feelings when Freeboot speaks about the disintegration of workers rights the escalating differential between the haves and the have nots and the slap on the wrist justice doled out in cases of billion dollar corporate malfeasance Could this well armed madman actually have his finger on teh pulse of the underclass The reason Monks has been abducted he soon discovers is Freeboot s own son a four year old boy who is deathly ill a conundrum for Freeboot who s distrust of institutional America hospitals included borders on the psychotic Monks and ER physician has been brought in to care for the boy but he can see immediately that the boy s condition is acute and that only immediate hospitalization will save him When Monk s pleas fall on deaf ears he fashions a daring escape during a snowstorm with the young boy slung across his back and brings the wrath of a madman down on himself and his family culminating in a

diabolically crafted revolution a re creation of Hitchcock s The Birds but with human predators unleashed on the town of Bodega Bay California *You May Also Like* Tom Vanderbilt,2016-05-10 Why do we get so embarrassed when a colleague wears the same shirt Why do we eat the same thing for breakfast every day but seek out novelty at lunch and dinner How has streaming changed the way Netflix makes recommendations Why do people think the music of their youth is the best How can you spot a fake review on Yelp Our preferences and opinions are constantly being shaped by countless forces especially in the digital age with its nonstop procession of thumbs up and likes and stars Tom Vanderbilt bestselling author of Traffic explains why we like the things we like why we hate the things we hate and what all this tell us about ourselves With a voracious curiosity Vanderbilt stalks the elusive beast of taste probing research in psychology marketing and neuroscience to answer myriad complex and fascinating questions If you ve ever wondered how Netflix recommends movies or why books often see a sudden decline in Amazon ratings after they win a major prize Tom Vanderbilt has answers to these questions and many more that you ve probably never thought to ask **Your Brand, the Next Media Company** Michael Brito,2014 Content is now king and if you re a brand marketer you need to be a media company too Your Brand The Next Media Company brings together the strategic insights operational techniques and insights and practical approaches for transforming your brand into a highly successful media company and a winning social business Social business pioneer Michael Brito covers every step of the process including Understanding your social customer and their new world Planning your social business and content strategies Building infrastructure and teams and setting the stage for transformation Identifying and overcoming the specific content challenges you face Recognizing the central role content now plays Developing your content message Transitioning from brand messaging to high content relevancy Moving from content creation to curation to aggregation Successfully integrating paid earned and owned media content Distributing the right content at the right time through the right channels to the right customers Mastering the critical new roles of the community manager in your media company Evaluating the content technology vendors and software platforms vying for your business Along the way Brito presents multiple case studies from brand leaders worldwide including Coca Cola RedBull Oreo Skittles Old Spice Dos Equis Gatorade Tide and the NFL delivering specific powerfully relevant insights you can act on and profit from immediately Publisher description **The Rules of Contagion** Adam Kucharski,2020-02-13 An Observer Book of the Year A Times Science Book of the Year A New Statesman Book of the Year A Financial Times Science Book of the Year Astonishingly bold Daily Mail It is hard to imagine a more timely book much of the modern world will make more sense having read it The Times We live in a world that s more interconnected than ever before Our lives are shaped by outbreaks of disease of misinformation even of violence that appear spread and fade away with bewildering speed To understand them we need to learn the hidden laws that govern them From superspreaders who might spark a pandemic or bring down a financial system to the social dynamics that make loneliness catch on The Rules of Contagion offers compelling insights into human

behaviour and explains how we can get better at predicting what happens next Along the way Adam Kucharski explores how innovations spread through friendship networks what links computer viruses with folk stories and why the most useful predictions aren't necessarily the ones that come true Now revised and updated with content on Covid 19 **The New Rules of Marketing and PR** David Meerman Scott, 2017-07-10 The international bestseller now in a new edition When it comes to marketing anything goes in the Digital Age right Well not quite While marketing and public relations tactics do seem to change overnight every smart businessperson knows that it takes a lot more than the next big thing The New Rules of Marketing PR is an international bestseller with more than 375 000 copies sold in twenty nine languages In the latest edition of this pioneering guide to the future of marketing you'll get a step by step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business You'll learn how to get the right information to the right people at the right time at a fraction of the cost of traditional advertising The Internet continues to change the way people communicate and interact with each other and if you're struggling to keep up with what's trending in social media online videos apps blogs or more your product or service is bound to get lost in the ether In The New Rules of Marketing PR you'll get access to the tried and true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR marketing and customer communications potential Keeping in mind that your audience is savvy and crunched for time this essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard Serves as the ideal resource for entrepreneurs business owners marketers PR professionals and non profit managers Offers a wealth of compelling case studies and real world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use Web based communication Finally everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place **Get Content. Get Customers** Newt Barrett, Joe Pulizzi, 2008-05-01 Get Content Get Customers shows step by step how to create and execute a content marketing strategy that works regardless of the size of a company or the type of business [Content Machine](#) Dan Norris, 2016-11 Content Machine outlines a strategy for using content marketing to build a 7 figure business with zero advertising Whether you are a blogger content marketer entrepreneur or marketing manager Content Machine will help you see the return you deserve from your content marketing efforts [Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses](#) Joe Pulizzi, 2015-09-04 The NEW Rulebook for Entrepreneurial Success What's the surest way to startup failure Follow old outdated rules In Content Inc one of today's most sought after content marketing strategists reveals a new model for entrepreneurial success Simply put it's about developing valuable content building an audience around that content and then creating a product for that audience Notice a shift Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers It's a brilliant reverse engineering of a model that rarely succeeds

The radical six step business building process revealed in this book is smart simple practical and cost effective And best of all it works It s a strategy Pulizzi used to build his own successful company Content Marketing Institute which has landed on Inc magazine s list of fastest growing private companies for three years straight It s also a strategy countless other entrepreneurs use to build their own multi million dollar companies Build an audience and you ll be able to sell pretty much anything you want Today s markets are more dynamic and customers are more fickle than ever before Why would you put all your eggs in one basket before securing a loyal customer base Content Inc shows you how to get customers first and develop products later It s the best way to build a solid long lasting business positioned for today s content driven world This is the simple but profoundly successful entrepreneurial approach of one of today s most creative business minds A pioneer of content marketing Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work In Content Inc he breaks down the business startup process into six steps making it simple for you to visualize launch and monetize your own business These steps are The Sweet Spot Identify the intersection of your unique competency and your personal passion Content Tilting Determine how you can tilt your sweet spot to find a place where little or no competition exists Building the Base Establish your number one channel for disseminating content blog podcast YouTube etc Harvesting Audience Use social media and SEO to convert one time visitors into long term subscribers Diversification Grow your business by expanding into multiple delivery channels Monetization Now that your expertise is established you can begin charging money for your products or services This model has worked wonders for Pulizzi and countless other examples detailed in the book Connect these six pieces like a puzzle and before you know it you ll be running your own profitable scalable business Pulizzi walks you step by step through the process based on his own success and failures and real world multi million dollar examples from multiple industries and countries Whether you re seeking to start a brand new business or drive innovation in an existing one Content Inc provides everything you need to reverse engineer the traditional entrepreneurial model for better more sustainable success Joe Pulizzi is an entrepreneur professional speaker and podcaster He is the founder of several startups including the Content Marketing Institute CMI recognized as the fastest growing business media company by Inc magazine in 2014 CMI produces Content Marketing World the world s largest content marketing event and publishes the leading content marketing magazine Chief Content Officer Pulizzi s book Epic Content Marketing was named one of Fortune magazine s Five Must Read Business Books of the Year

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