

# [PDF] Get Content. Get Customers. How To Use Content Marketing To Deliver Relevant, Valuable, And Compelling Information That Turns Prospects Into Buyers

Joe Pulizzi, Newt Barrett - pdf download free book

---

#### Books Details:

Title: Get Content. Get Customers. H

Author: Joe Pulizzi, Newt Barrett

Released: 2008-05-16

Language:

Pages: 200

ISBN: 098018780X

ISBN13: 978-0980187809

ASIN: 098018780X



[\*\*CLICK HERE FOR DOWNLOAD\*\*](#)

---

pdf, mobi, epub, azw, kindle

#### Description:

**From the Publisher** Smart marketers around the globe are using the concepts from this book to create customer-focused, innovative organizations. Bottom-line-driven multi-nationals are moving mega-bucks from traditional media to content marketing initiatives because it drives both sales and

profitability.

Moreover, many practitioners have been able to eliminate traditional marketing strategies altogether. In fact, as the authors illustrate with in-depth case studies, even very traditional companies have successfully deployed content marketing strategies in print, online, and in person.

As the book proves, the transformation from traditional to content marketing often requires both a new mindset and a new skill set. Although that's easier to say than to do, we are convinced that you and your team must make that transformation.

You may be concerned about the risks of making dramatic changes in your approach to marketing within your organization. We urge you to concentrate instead on the risks inherent in failing to make the changes necessary to compete for the new breed of buyer. We all know that many otherwise-smart companies remain mired in prehistoric marketing methodologies. If you're hesitating, think once again about the fate of the dinosaurs.

We don't know what caused the dinosaurs' demise eons ago. But, when it comes to the demise of marketing dinosaurs in the twenty-first century, we know for sure what will kill them off: the failure to develop and deploy successful content marketing strategies in the face of a game-changing metamorphosis in the business environment.

Don't be a marketing dinosaur. Start implementing your content marketing strategy today, and, as they say over at Nike, "Just do it."

**From the Author** Before you read this book, you may well be a skeptic about the content marketing revolution. Frankly, five years ago we were pretty much traditional marketers ourselves. Today, we are unapologetic content marketing evangelists.

That's why we have written *Get Content. Get Customers.* We are compelled to share the lessons that we have learned as media executives, as observers of content marketing best practices, and, ultimately, as content marketing practitioners ourselves. Of course, this book is part of our own content marketing strategy.

Although most organizations still rely primarily, if not exclusively, on traditional marketing tactics, a rapidly growing number of companies of all sizes are proving that content marketing is the one strategy that will pay dividends for their customers and for themselves.

In fact, the accelerating shift to content marketing is occurring not because it's fashionable, but because it's effective.

- 
- Title: *Get Content. Get Customers. How to use content marketing to deliver relevant, valuable, and compelling information that turns prospects into buyers*
  - Author: Joe Pulizzi, Newt Barrett
  - Released: 2008-05-16

- Language:
  - Pages: 200
  - ISBN: 098018780X
  - ISBN13: 978-0980187809
  - ASIN: 098018780X
-