

The Content Code: Six essential strategies to ignite your content, your marketing, and your business

By Mark W. Schaefer

Download now

Read Online

The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer

Mark W. Schaefer, college educator, consultant, and best-selling author of five marketing books including Social Media Explained and The Tao of Twitter, has delivered a path-finding book exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now … beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build "shareability" into all your content, and the new role of promotion, distribution and SEO in a very competitive, digital world. Unlock your business value, unleash your audience, and uncover the six digital secrets of The Content Code.

Download The Content Code: Six essential strategies to igni ...pdf

Read Online The Content Code: Six essential strategies to ig ...pdf

The Content Code: Six essential strategies to ignite your content, your marketing, and your business

By Mark W. Schaefer

The Content Code: Six essential strategies to ignite your content, your marketing, and your business
By Mark W. Schaefer

Mark W. Schaefer, college educator, consultant, and best-selling author of five marketing books including Social Media Explained and The Tao of Twitter, has delivered a path-finding book exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now … beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build "shareability" into all your content, and the new role of promotion, distribution and SEO in a very competitive, digital world. Unlock your business value, unleash your audience, and uncover the six digital secrets of The Content Code.

The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer Bibliography

- Rank: #95367 in Books
- Brand: Schaefer Mark W
- Published on: 2015-03-05
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .59" w x 5.50" l, .67 pounds
- Binding: Paperback
- 258 pages

Download The Content Code: Six essential strategies to igni ...pdf

Read Online The Content Code: Six essential strategies to ig ...pdf

Download and Read Free Online The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer

Editorial Review

About the Author
Mark W. Schaefer, the author of The Tao of Twitter (2011 with new editions in 2012 and 2014), Return On Influence (2012), Born to Blog (2013), Social Media Explained (2014), and The Content Code (2015), is a globally-recognized educator, speaker, business consultant, and author. His well-known blog {grow} (www.businessesGROW.com), is one of the most accalimed marketing blogs of the world. Mark has worked in global sales, PR, and marketing positions for nearly 30 years and now provides consulting services as Executive Director of U.S.-based Schaefer Marketing Solutions. He has advanced degrees in marketing and organizational development and holds seven patents. Mark enjoys teaching social media marketing courses and is a faculty member of the graduate studies program at Rutgers University and has lectured at many universities including Oxford and Princeton. He is a popular public speaker and has appeared in the WSJ, New York Times, Wired, Forbes, Fortune, CBS News, and many other global media outlets.

Users Review

From reader reviews:

Kenneth Handy:

The event that you get from The Content Code: Six essential strategies to ignite your content, your marketing, and your business may be the more deep you searching the information that hide into the words the more you get enthusiastic about reading it. It does not mean that this book is hard to recognise but The Content Code: Six essential strategies to ignite your content, your marketing, and your business giving you thrill feeling of reading. The writer conveys their point in certain way that can be understood by simply anyone who read that because the author of this publication is well-known enough. That book also makes your own vocabulary increase well. That makes it easy to understand then can go along with you, both in printed or e-book style are available. We recommend you for having this kind of The Content Code: Six essential strategies to ignite your content, your marketing, and your business instantly.

Jose Williams:

The particular book The Content Code: Six essential strategies to ignite your content, your marketing, and your business will bring one to the new experience of reading a new book. The author style to clarify the idea is very unique. In the event you try to find new book you just read, this book very suited to you. The book The Content Code: Six essential strategies to ignite your content, your marketing, and your business is much recommended to you to study. You can also get the e-book from the official web site, so you can quicker to read the book.

Beverly Thomas:

The book The Content Code: Six essential strategies to ignite your content, your marketing, and your business has a lot of knowledge on it. So when you read this book you can get a lot of benefit. The book was

published by the very famous author. The author makes some research previous to write this book. This book very easy to read you can get the point easily after reading this book.

Amanda Stone:

You could spend your free time to learn this book this book. This The Content Code: Six essential strategies to ignite your content, your marketing, and your business is simple to bring you can read it in the park your car, in the beach, train along with soon. If you did not get much space to bring often the printed book, you can buy often the e-book. It is make you better to read it. You can save the particular book in your smart phone. Consequently there are a lot of benefits that you will get when one buys this book.

Download and Read Online The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer #1E8QY3095BC

Read The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer for online ebook

The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer books to read online.

Online The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer ebook PDF download

The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer Doc

The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer Mobipocket

The Content Code: Six essential strategies to ignite your content, your marketing, and your business By Mark W. Schaefer EPub