



# Content Marketing Ideas: 400+ Tips for Your SEO and Social Media Strategy

*Brian Rotsztein*

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What happens when the old ways of shouting "Buy! Buy! Buy!" at prospects doesn't work anymore? How are you supposed to sell your products and services? If traditional advertising no longer brings in the big bucks like it once did and you're left scratching your head, wondering how to reach your target market, you need to continue reading.

Content marketing will change the way you look at consumers. It's an effective approach that you can leverage to make prospects come to you, earn their trust, and increase your sales.

### Is this Book Right for Me?

This book is for **any business looking for success**. Content marketing doesn't have to be expensive but it can yield tremendous results. Consider that content marketing...

- Increases sales and revenue for companies just like yours.
- Costs far less than alternative forms of promotion.
- Brings customers to you. No chasing after them needed.
- Boosts search engine visibility, website rankings, and SEO efforts.
- Leverages the Internet to stifle your competitors.
- Advances your understanding of what consumers want.
- Works with any industry, including yours.
- Augments your online reputation.
- Enhances company-client relationships.
- Targets the audience that wants your products and services.
- Strengthens consumer loyalty.
- Gives you something to talk about in social media.
- Improves social media word of mouth sharing.
- Influences consumer buying decisions in your favor.
- Educates prospects, clients, and your own staff.
- Addresses customer support needs.
- Empowers your brand online.
- Brings success to all company sizes.

What business wouldn't want to do all of this with one marketing technique? **The ideas and tools in this book can help you accomplish all of the above.**

### What to Expect

If you're ready to take action and increase sales, this book will teach you new skills and show you the most important content marketing tactics. You'll learn vital techniques such as:

- How to use hundreds of the best content marketing ideas to boost your business.
- What methods professionals use for content marketing.

- Which quick and easy online tools are available to help you make more sales.
- How to combine content marketing with SEO and social media.
- Content marketing secrets that pros have been using for years.
- Advice for generating new ideas that work.
- How to move beyond your website and take your online marketing to the next level.
- Tips for how to choose the best strategy for your business.
- A guide on how to create a content marketing plan.
- How to publish content that increases your company's brand awareness among consumers.
- Find out how "one man shows" up to multinational corporations are using content marketing.
- Why content marketing is such a hot trend among professional Internet marketers.
- How to be a publisher. Not so much in the traditional sense of printing a newspaper but in the modern innovative way of using the Internet in all of its broadcasting capabilities.
- How personal branding with content marketing can establish your credibility as a subject matter expert.

If you're looking for an effective starting point for marketing your products and services online with content marketing, this is the book for you.

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