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—Pauline Chen, Industry Principal, Johnson

CONTENT MARKETING

Think Like a Publisher—How to
Use Content to Market Online
and in Social Media

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Jane Heaton



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ECSM 2020 8th European Conference on Social Media Dr Christos Karpasitis, 2020-07-01 These proceedings represent the work of contributors to the 7th European Conference on Social Media ECSM 2020 supported by UCLan Cyprus Larnaca on 2 3 July 2020 The Conference Chair is Dr Christos Karpasitis and the Programme Chair is Mrs Christiana Varda from the University of Central Lancashire Cyprus UCLan Cyprus ECSM is a relatively new but well established event on the academic research calendar Now in its 7th year the key aim remains the opportunity for participants to share ideas and meet The conference was due to be held at UCLan Cyprus but unfortunately due to the global Covid 19 pandemic it was moved online to be held as a virtual event The scope of papers will ensure an interesting conference The subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research

Content Marketing Rebecca Lieb, 2012 If you have a website a blog or even a Facebook or Twitter presence you are a publisher Think like one build a digital content strategy that embraces words images and multimedia to systematically enhance consumer engagement and conversion rates Lieb guides you through planning what you ll say online how and where you ll say it how often you ll communicate and how you ll measure your effectiveness She offers practical guidance for listening to conversations about your brand products and services responding more effectively and effectively informing those conversations You ll learn how to use your digital content strategy to shape marketing branding PR SEO customer and media relations blog content social media initiatives and your website bron www.managementboek.nl

Google+ for Business Chris Brogan, 2012-10-23 The 100% Updated Start to Finish Guide to Profiting from Google Google is quickly maturing into an incredibly valuable channel for profitable business and because many of your competitors haven t

discovered it yet it offers you huge new opportunities Google for Business Second Edition will help you grab those opportunities right now Top social media speaker and business advisor Chris Brogan will help you get great results fast without wasting time or money This fully updated second edition distills the experiences of leading edge Google business adopters into powerful tactical recipes for everything from lead generation and nurturing to direct sales Packed with new examples and case studies it guides you through using Google for promotion customer service community building referrals collaboration and much more From start to finish the focus is on results generating more customers and more cash at the lowest possible cost Make the right first moves after you ve signed up for Google Leverage the newest Google features to drive even more business value Take advantage of deepening links between Google and Google Search Implement today s most effective Google strategies and tactics Use Google to drive more traffic to your main site and improve its searchability and discovery Shorten the buying cycle through better prospecting lead generation and nurturing Build a vital Google community around your products services and people Integrate Google into your current online digital strategies Use Google video and videoconferencing to deepen relationships solve problems and make sales Organize contacts and interactions more effectively with Google Circles Create Google posts that draw attention and spark conversations

Metode Pemasaran Digital Hasna Wijayati, Andika Drajat Murdani, 2024-06-06 Persaingan di dunia bisnis semakin hari semakin ketat Banyak perusahaan bersaing untuk memperoleh perhatian konsumen dan mati matian mempertahankan mereka Maka dari itu sistem pemasaran senantiasa harus ditingkatkan dan menyesuaikan zaman Kini di era digital algoritma media sosial sebagai wadah pemasaran telah berubah Maka dari itu Anda harus pandai dalam mengampanyekan produk Anda agar memperoleh jangkauan dan visibilitas lebih banyak Anda tidak hanya harus mengikuti perkembangan teknologi yang cepat seperti AI Artificial Intelligence dan AR Augmented Reality untuk tetap relevan dan efektif tetapi Anda juga harus memahami perilaku dan preferensi setiap konsumen yang semakin kompleks di dunia digital Oleh karena itu buku ini hadir untuk menjawab semua tantangan dalam dunia pemasaran masa kini Secara terperinci dan lengkap materi tentang digital marketing yang dibahas didalam buku ini di antaranya meliputi Tujuan dan manfaat digital marketing untuk bisnis Perubahan perilaku konsumen di era digital Perencanaan strategi pemasaran digital Positioning dan branding dalam konteks digital Analisis SWOT dalam pemasaran digital Desain situs web yang efektif Prinsip prinsip SEO Periklanan daring Peran media sosial dalam digital marketing AI marketing dan lain lain

Content Marketing Brian Cohn, 2014-11-20 Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers This information can be presented in a variety of formats including news video white papers e books infographics case studies how to guides question and answer articles photos etc Content Marketing has been defined in multiple ways The meaning of the term depends a lot on the purpose and context One of the most used definition is the technique of creating and distributing relevant and valuable content to attract acquire and engage a clearly defined target audience in order to

drive profitable customer action Content marketing creates interest in a product through educational entertaining or informative material Successful content marketing relies on providing consistent high quality content that solves people s problems Table of Contents Preface 7 1 Introduction to Content Marketing 8 1 1 Old vs New Rules of Marketing 9 1 2 Defining Content Marketing 10 1 3 Who Uses and Publishes Content 11 1 4 Where Content Marketing Is 12 1 5 The Benefits of Content Marketing 14 2 Content Marketing Strategy Development How to Prepare and What to Use 15 2 1 What Does Content Do 15 2 2 Preparing for a Content Marketing Strategy 16 2 3 Media Tools Available 18 2 4 Forms Used in Media Tools 20 2 5 A Final Word on Content 23 Content Marketing Search Engine Optimization in Content Marketing 24 3 1 Basics of SEO 24 3 2 What are Keywords 25 3 3 Determining Keywords 26 3 4 Placing Keywords 28 4 Website and Profiles 31 4 1 Your Website 32 4 2 Social Media Profiles 33 4 3 Blogs 35 4 4 Email Content 36 5 External Sites 37 5 1 Benefits of Content Beyond the Organization 37 5 2 Common External Sites and Media Tools to Use 38 5 3 Article Directories 39 5 4 Open Source Content Sites 41 5 5 How To Sites 42 5 6 Guest Posting On Blogs Newsletters etc 45 5 7 Affiliate Programs 46 Content Marketing User Generated Content 47 6 1 Where is User Generated Content 48 6 2 Creating a Space for User Generated Content 48 6 3 Customer Reviews 49 6 4 Handling Negative User Generated Content 49 6 5 The Pros and Cons of User Generated Content 49 Resources 51 Executive Think Like a Publisher - How to Use Content to Market Online and in Social Media Brian Cohn,2014-11-15 Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers This information can be presented in a variety of formats including news video white papers e books infographics case studies how to guides question and answer articles photos etc Content Marketing has been defined in multiple ways The meaning of the term depends a lot on the purpose and context One of the most used definition is the technique of creating and distributing relevant and valuable content to attract acquire and engage a clearly defined target audience in order to drive profitable customer action Content marketing creates interest in a product through educational entertaining or informative material Successful content marketing relies on providing consistent high quality content that solves people s problems Table of Contents Preface 7 1 Introduction to Content Marketing 8 1 1 Old vs New Rules of Marketing 9 1 2 Defining Content Marketing 10 1 3 Who Uses and Publishes Content 11 1 4 Where Content Marketing Is 12 1 5 The Benefits of Content Marketing 14 2 Content Marketing Strategy Development How to Prepare and What to Use 15 2 1 What Does Content Do 15 2 2 Preparing for a Content Marketing Strategy 16 2 3 Media Tools Available 18 2 4 Forms Used in Media Tools 20 2 5 A Final Word on Content 23 Content Marketing Search Engine Optimization in Content Marketing 24 3 1 Basics of SEO 24 3 2 What are Keywords 25 3 3 Determining Keywords 26 3 4 Placing Keywords 28 4 Website and Profiles 31 4 1 Your Website 32 4 2 Social Media Profiles 33 4 3 Blogs 35 4 4 Email Content 36 5 External Sites 37 5 1 Benefits of Content Beyond the Organization 37 5 2 Common External Sites and Media Tools to Use 38 5 3 Article Directories 39 5 4 Open Source Content Sites 41 5 5 How To Sites 42 5 6 Guest Posting On Blogs Newsletters etc 45

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Content Marketing; The New Gold! The Programming Tent, 2020-10-23

Content marketing is the creation and sharing of content in order to engage current and potential customers thereby building trust with the audience

The Role of Content Marketing Importantly the content is not about you or your organization it s about the audience True content marketing delivers value to that audience It provides information that helps people do their jobs better or live their lives better When you provide high quality relevant and valuable information you educate Content informs It expresses an opinion analyzes where an industry is headed or presents new information that is newsworthy Content Marketing is not Advertising Public Relations SEM Social Media Although all of those channels can be used to market the content they are typically more promotional rather than informational Got it Good Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract acquire and engage a clearly defined and understood target audience with the objective of driving profitable customer action This is the definition developed by the Content Marketing Institute and recognized by the international community of experts in marketing Some other original ways in which experts have framed the practice of content marketing are Content marketing is the opposite of advertising It s about engaging consumers with the stuff they really want in a way that serves your brand s purposes and ideals rather than just trying to jam your logo into their periphery It s reaching the exact consumers you want instead of a vaguely defined demo It s helpfully providing an experience they want instead of trying to distract them from the one they came for In short it is the very evolution of advertising itself into something more effective more efficient and much less odious Keith Blanchard Story Worldwide

Content Marketing isn t also a tactic that you can just turn on and off and hope that it will be successful It has to be a mind set that is embraced and encouraged C C Chapman co author with Ann Handley of Content Rules Content Marketing embodies an organization s core brand elements It uses a variety of media formats such as text video photographs audio presentations e books and infographics to tell your brand or company s story It can be read on a variety of devices including computers tablets smartphones and others It s distributed via owned third party and social media platforms and it provides measurable results through the use of appropriate calls to action and promotional codes Heidi Cohen Riverside Marketing Strategies A winning strategy succeeds when technology and people work together Automation and semantics can help to filter facilitate and uncover hidden treasures but it is the human touch thoughtful selection and consideration of content that will create a truly new and engaging brand experience for audiences to discover enjoy and share In this sense Content Marketing is a winning strategy Kelly Hungerford Paper li Content Marketing isn t push marketing in which messages are

sprayed out at groups of consumers Rather it s a pull strategy it s the marketing of attraction It s being there when consumers need you and seek you out with relevant educational helpful compelling engaging and sometimes entertaining information Rebecca Lieb author of Content Marketing Think Like a Publisher How to Use Content to Market Online and in Social Media *Content Marketing* Joe Wilson Schaefer,2018-11-13 Would you like your business to hit its Online Marketing goals and profit margins this year Would you like to know a special marketing approach that s built strategically to boost today s business If yes read on Studies have shown that in just the first 60 seconds of your day Facebook receives over 4 million likes and about 350 000 tweets are posted on Twitter That s how big content is being consumed each minute hour and day of our lives As the saying goes Content is King And yet what businesses often fail to acknowledge is that content can actually be leveraged so that one s products and services can be promoted using the strategic marketing approach known as Content Marketing But how can this be achieved and how can we actually monetize content It is important to find a reliable resource which would show you every step of the way how to better understand the strategies in order to drive profitable customer action In this complete step by step guide Content Marketing Essential Guide to Learn Step by Step the Best Content Marketing Strategies to Attract your Audience and Boost Your Business you will discover Eight proven ways on how to effectively monetize the content that you use when promoting your products and services How to dramatically shift your thinking into the right Content Marketing mindset in properly leveraging its advantages to get ahead in your business A comprehensive list of more than 40 website links and video resources to get you started right way with Content Marketing Six reasons why Content Marketing is critical to your business or company s success A step by step plan on how to connect your target niche with your Content Marketing for business success How to effectively learn about your target audience for better Content Marketing Nine strategic places to place your content online for your target audience to easily access A comprehensive Content Marketing Plan for Successful Campaigns outlined in easy steps and complete detail Additional information that you ll discover Five Content Marketing Strategies for better customer reach and bigger profit opportunities Seven critical mistakes to avoid in Content Marketing in order to save you time money and online resources Eight Secret Strategies on What Makes Great Content which leads to profit and much much more Added BONUS Includes a Bonus Chapter Integrating Content Marketing with Social Media Marketing With easy to follow techniques and step by step details on each chapter to help you get results even if you have basic knowledge of Content Marketing or Online Marketing or have never sold a product or service before using this approach you will find strategies in this book that are both simple and practical to do to help your business or company reach that next level to achieve marketing success and increased profits So if you want to promote your products and services using this effective Online Marketing approach that leverages content and aims to boost your business today simply click on the Buy Now button to get started *Content is Cash* Wendy Montes de Oca,2011 Wendy s book is an impressively thorough account of the marketing options open to Internet businesses today I

have it within reach of my desk and I intend to make good use of it Michael Masterson Publisher Agora Inc Early to Rise You ve already got great content now monetize it Dozens of top publishers marketers business owners and entrepreneurs are already using Wendy Montes de Oca s SONAR Content Distribution Model™ to earn amazing ROI from content they already have You can too even if you ve never done Internet marketing before Content Is Cash shows you how to systematically integrate and synchronize today s best web marketing techniques to drive more traffic buzz leads and sales for your business It s not theory It s a proven cost effective and real world strategy allowing anyone with content to turn traffic into profits and the results are quantifiable Inside you ll find powerful easy and virtually no cost ways to maximize content syndication online PR social networking and bookmarking article directories and guerrilla marketing infomrums and message boards to achieve breakthrough results on even the smallest budget You ll Learn How To Discover and leverage useful valuable actionable content you didn t know you had Drive more value from content by repurposing repackaging refreshing re bundling and republishing Create more visibility traffic and awareness for your website and brand Link content more tightly with prospecting and sales initiatives Syndicate and aggregate content to extend its reach Make your content easier to find on the Web simply and inexpensively Adapt your strongest content into high performing online press releases Encourage viral marketing pass along readership and word of mouth buzz Measure your performance against the 3 O s outputs outcomes and objectives Apply SONAR techniques and increase search engine presence organic visits lead generation and sales efforts Use SONAR with other tactics such as affiliate marketing joint ventures online advertising ad swaps guest editorials and more

Content Marketing For 2020 Workbook Paula Isaiah Panganiban, 2020-03-31 This workbook will guide you towards creating an Online Content Marketing positioning for your brand and business You re here because you want to apply content marketing concepts to your business turning yourself into a lean and mean content marketing machine To start what is Content Marketing Content marketing is a strategic marketing and business process focused on creating and distributing valuable relevant and consistent content This content is meant to attract and retain a clearly defined audience and ultimately drive profitable customer action When done correctly content marketing helps create a relationship with your audience which leads to trust And if your audience trusts you they ll be more willing to do business with you when they re ready to make a purchasing decision Your content should attract the right people to your site convert those people into leads and nurture and help close them into customers But it doesn t stop there your content should always delight your customers turning them into promoters of your brand In a nutshell content marketing is really just the art of communicating with your prospects and customers without having to sell to them What You ll Learn in This Workbook he activities and readings in this workbook will help you fine tune and grow your content marketing capabilities Apply what you learned to your business If you need help feel free to send an email at paulaisworkingnow gmail com Lastly follow or like my page on facebook <https://www.facebook.com/digitalstreetagency> and feel free to ask questions Let me help you as you work through your content

marketing transformation Please keep this workbook once accomplished This way your progress will be saved correctly as you complete each section About the Author Paula was a Digital Content Producer and Lead Content Specialist and Strategist for SAYS Malaysia a sister company of Mashable SEA and Stripe Reputation and Scenic Figure owned by Edelman Digital s former Senior VP Craig Kronenberger and local news companies here in the Philippines GMA and ABS CBN Presently she is the resident Digital Content and Digital Marketing Trainer and Data Analyst for predictive descriptive and prescriptive analysis of Star News Group a 100 year old news producer in Melbourne Australia She is the manager of the Digital Marketing Agency Star Media Platform in Melbourne and the main trainer for Target Social a digital consulting company in Australia that trains Journalists the best practices for digital from Content Marketing to SEO She published two books under Digital Street Academy particularly the Social Media 101 Workbook A Beginner s Workbook to Applying Social Media to Your Business and the Content Marketing 101 Workbook Step By Step Guide in Creating Content Marketing Strategy for Your Brand Business *The Art of Content Marketing* Malcolm Dewey,2018-05-10 The ultimate guide to using Visual Content to grow your creative business Second Edition This book shows you how to develop a system for long term business success Use your blog email and website and visual content to grow your creative business Develop Your content strategy create compelling visual and written content distribute the content and measure results Packed with resources you can try today Artists writers photographers and all creative entrepreneurs often fail to plan their marketing This book shows you practical steps to boost your business with visual content Build your authority find your audience and deliver great value to your market Based on the author s own experience with his fine art business What to try and what to avoid A big picture view that will help you boost your content marketing today **Content Marketing** Gavin Turner,2019-05-17 If you want to create content like BuzzFeed that turns a simple click into a money making sale for your business then keep reading Did you know in just the first 60 seconds of your day 87 500 tweets are posted on Twitter 3 8 Million Google searches are typed 1 Million people are logging into Facebook That s how big content is being consumed each minute every single day of people s lives As the saying goes Content is King Now the big question is how can you leverage content to make people buy from you This is where the newest marketing approach known as Content Marketing comes in Content Marketing uses strategic planning and posting content that sells and engages your audience which spells the difference between customer retention and missed sales All you need to know is how to shoot your message like an arrow that your audience can t take off their chest Gary Vee breaks it down You need to spend all of your time and energy on creating something that actually brings value to the people you re asking for money According to Pew Research 77% of US Adults go online daily This means you can reach 77% of a whole nation in one day if you know how It is time to discover the right roadmap to present your content and get the exposure you need to turn even a farmers shop into a worldwide company like Whole Foods Market Author Gavin Turner knows what your audience wants and soon you will too In this complete step by step guide Content Marketing Proven

Strategies to Attract an Engaged Audience Online with Great Content and Social Media to Win More Customers Build your Brand and Boost your Business you will discover Successful online content marketing strategies that big AAA companies use everyday How one simple marketing step can rally your audience behind your mission and vision Shortcuts to becoming an expert who can write content that sells and persuades Quick start action steps that will instantly improve your content marketing results The one concept you have to master to create more shares and likes than any other Easy to implement step by step processes to keep you in control of your online footprint Roadmaps and guidelines to building winning content marketing plans that no one else will ever tell you and much much more Added BONUSSES Bonus 1 Includes a Bonus Chapter on how to create an effective 2 way marketing combination to leave all competitors behind Bonus 2 Book preview on how to effectively promote your content on online platforms being used by more than 3 billion people Whether your business is small or big a start up or an established venture the strategies contained in this book will make your companies name stick in everyone s head Content marketing is the only marketing type for everyone All it requires is your personal DNA passion and a message to share Scroll up and click the Buy Now button to instantly increase your sales by choosing the right content for your customer

Content Marketing In A Week Jane Heaton,2016-03-10 CIM CHARTERED INSTITUTE OF MARKETING BOOK OF THE MONTH MAY 2016 Content marketing just got easier Content marketing is one of today s growing marketing trends following fast on the heels of social media It is marketing through creating and sharing content that potential customers find relevant useful and valuable in order to attract engage convert and retain them It s a strategy that requires careful thought clear objectives and goals and a deep understanding of your audience It requires you to reach out to them with well planned and well produced content in all forms and formats offline as well as online In this book we take a joined up look at content marketing the key principles that underpin it and what it takes to put it into practice in a consistent and fully formed way And we provide a practical framework for planning it and executing it successfully whatever the size of your business or your marketing team Adopting a content marketing approach is certainly not a short term quick win tactic But the chances are it could make a big difference to the effectiveness of your marketing Sunday Adopt a content marketing mindset Monday Understand the different types of content Tuesday Develop your content marketing strategy Wednesday Get started with content planning Thursday Create compelling content Friday Get ready to share Saturday Learn how to measure success

The New Content Culture: Think Like a Publisher to Grow Your Business Keith R. Reynolds,2019-08-31 According to Aberdeen Group on average conversion rates are six times higher for companies and brands using content marketing than those that aren t at 2.9% vs 0.5% respectively while internal research suggests the biggest challenges to success are lack of a content strategy and resources needed to produce content Introducing the Publisher s M O TM Generate ROI with Content Marketing in the age of digital disruption Define your ROI model Develop your strategy Get your team on board What is your modus operandi The Publisher s M O is a marketing strategy and development experience to help

brand teams agencies and entrepreneurs create impactful content and attract new customers This illuminating and practical book provides a roadmap giving you a 50 000 foot view of the process and practical tools to help you think through your goals priorities and the milestones to be achieved throughout the year to keep you on track to attain your content marketing ROI With an easy seven buckets approach and an agile like accountability system for marketers you will keep your team focused on results as you make progress It s not often that such a big idea not to mention how to successfully implement that idea can be found in a such a short book But Keith Reynolds has done it Bryan Mattimore Author of 21 Days to a Big Idea Keith s Content Hub strategy is a refreshing perspective for today s business leaders I especially appreciate the way he organizes the strategies and approaches in his book Keith s thought leadership is leading the way for content marketing Sandra Long Author of LinkedIn for Personal Branding The Ultimate Guide *Content Marketing For Dummies* Susan Gunelius, 2011-05-12 Get the whole picture and learn to create a successful online content marketing program Successful online marketing is about more than creating a Facebook page or writing a corporate blog Brands need to build lasting connections with the right customers online through an effective online content marketing strategy and this book shows you how It explores ways to create a content marketing strategy identify the content that will keep your customers coming back create that content distribute it online and measure the results with hands on step by step guidance Content marketing is an essential element of successful online marketing and brand building this book shows you how to begin creating and distributing content online to market your business Explains why content marketing is important and how to create an online content marketing strategy which tools to use and what to avoid Shows how to create content and get it published online in long or short form Offers plenty of tips case studies and worksheets to ensure success Online content marketing positions your business and your product for lasting customer interaction Content Marketing For Dummies gives you the tools to create a program that works [Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses](#) Joe Pulizzi, 2015-09-04 Instead of throwing money away and sucking up to A listers now there is a better way to promote your business It s called content marketing and this book is a great way to master this new technique Guy Kawasaki Chief evangelist of Canva and author of The Art of the Start 2 0 How do you take the maximum amount of risk out of starting a business Joe Pulizzi shows us Fascinate your audience then turn them into loyal fans Content Inc shows you how Use it as your roadmap to startup success Sally Hogshead New York Times and Wall Street Journal bestselling author How the World Sees You If you re serious about turning content into a business this is the most detailed honest and useful book ever written Jay Baer New York Times bestselling author of Youtility The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it Joe outlines a radically new way to succeed in business Develop your audience first by creating content that draws people in and then watch your business sell themselves David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service

The digital age has fundamentally reshaped the cost curve for entrepreneurs Joe describes the formula for developing a purpose driven business that connects with an engaged and loyal audience around content With brand voice and audience building and monetizing a business is easy Julie Fleischer Sr Director Data Content Media Kraft Foods What if you launched a business with nothing to sell and instead focused first on serving the needs of an audience trusting that the selling part would come later Crazy Or crazy brilliant I d say the latter Because in today s world you should serve before selling Ann Handley author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today anyone anywhere with a passion and a focus on a content niche can build a multi million dollar platform and business I did it and so can you Just follow Joe s plan and hisContent Inc model John Lee Dumas Founder EntrepreneurOnFire The Internet doesn t need more content It needs amazing content Content Inc is the business blueprint on how to achieve that If you re in business and are tired of hearing about the need for content marketing but want the how and the proof Content Inc is your blueprint Scott Stratten bestselling author and President of UnMarketing Inc Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic I wish this book was available when we started our content marketing initiative It would have saved us a huge amount of time and effort Scott Maxwell Managing Partner Founder OpenView Venture Partners Search and Social Rob Garner,2012-10-18 This is a hands on guide to building a successful real time content marketing platform It shows you how to develop implement monitor and optimize tactics for developing a strategic plan that encompasses content platform and community management Including up to date tools and technologies this book explains how to use the right tools for everything from creating search and social content to effectively using social media platforms You will learn the exact areas where search and social overlap and how to shift to a real time and participatory approach in your publishing efforts

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