

FOREWORD BY DAVID MEERMAN SCOTT

THE NEW RULES OF SOCIAL MEDIA SERIES



CONTENT RULES

How to
Create
Killer Blogs,
Podcasts,
Videos,
Ebooks,
Webinars *(and More)*
that Engage Customers
and Ignite Your Business

ANN HANDLEY & C.C. CHAPMAN
Chief Content Officer, MarketingProfs Founder, Digital Dadz

Content Rules Ann Handley Whagel

Ann Handley



Content Rules Ann Handley Whagel:

Content Rules Ann Handley, C. C. Chapman, 2012-05-08 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*

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all our content marketing In Everybody Writes top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation production and publishing with actionable how to advice designed to get results These lessons and rules apply across all of your online assets like web pages home page landing pages blogs email marketing offers and on Facebook Twitter LinkedIn and other social media Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content It s designed to be the go to guide for anyone creating or publishing any kind of online content whether you re a big brand or you re small and solo Sections include How to write better Or for adult onset writers How to hate writing less Easy grammar and usage rules tailored for business in a fun memorable way Enough to keep you looking sharp but not too much to overwhelm you Giving your audience the gift of your true story told well Empathy and humanity and inspiration are key here so the book covers that too Best practices for creating credible trustworthy content steeped in some time honored rules of solid journalism Because publishing content and talking directly to your customers is at its heart a privilege Things Marketers Write The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting Content Tools The sharpest tools you need to get the job done Traditional marketing techniques are no longer enough Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world

Ignite the flame of optimism with Crafted by is motivational masterpiece, **Content Rules Ann Handley Whagel** . In a downloadable PDF format (PDF Size: *), this ebook is a beacon of encouragement. Download now and let the words propel you towards a brighter, more motivated tomorrow.

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