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CONTENT MARKETING IN A WEEK: ENGAGE YOUR AUDIENCE WITH COMPELLING CONTENT IN SEVEN SIMPLE STEPS



Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Content Marketing in a Week: Engage Your Audience with Compelling Content in Seven Simple Steps, Jane Heaton, 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...

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- Authored by Jane Heaton
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