

# NEXT-LEVEL Content Marketing: Advanced Tactics For Todays Content Marketers



This book is a diagnosis and prescription for static, ineffective content. It is a challenge to all content creators to take content marketing to a new level. Today's businesses are believers in content marketing. They grasp that content is the best possible way to communicate your brand's message, share your story, improve engagement levels and drive sales. However, if you've already mastered content marketing, you realize that content alone isn't enough. You're ready for advanced content strategies designed to engage and persuade today's social readers. You're ready to take your content marketing to the next level. In Next-Level Content Marketing, speaker, teacher, and marketing consultant Ted Box provides the diagnosis and cure for static, ineffective content. He issues a challenge to all content creators to take content marketing to a new level--and then shows you how to do that. Next-Level Content Marketing covers all elements of high-powered content marketing: how to create magnetic content, delivery formats that engage readers and provide the best user experience, and how to create a content optimization cycle that allows continual refinement of your message and reader engagement. If you're ready to take your content to the next level, this book is for you.

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