



Content Strategy at Work

By Margot Bloomstein

Oxford Elsevier LTD Apr 2012, 2012. Taschenbuch. Condition: Neu. Neuware - Content is king. and the new kingmaker. and your message needs to align with your model and metrics and other mumbo jumbo, right Whether you're slogging through theory or buzzwords, there's no denying content strategy is coming of age. But what's in it for you And if you're not a content strategist, why should you care Because even if content strategy isn't your job, content's probably your problem- and probably more than you think. You or your business has a message you want to deliver, right You can deliver that message through various channels and content types, from Tweets to testimonials and photo galleries galore, and your audience has just as many ways of engaging with it. So many ways, so much content. so where's the problem That is the problem. And you can measure it in time, creativity, money, lost opportunity, and the sobs you hear equally from creative directors, project managers, and search engine marketing specialists. The solution is content strategy, and this book offers real-world examples and approaches you can adopt, no matter your role on the team. Put content strategy to work for you by gathering...



READ ONLINE
[8.81 MB]

Reviews

A really great publication with lucid and perfect reasons. I have read through and i am confident that i am going to gonna read yet again yet again down the road. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Cade Nolan**

Great electronic book and helpful one. Of course, it is play, still an interesting and amazing literature. I am just delighted to inform you that here is the finest ebook i have got go through in my own daily life and might be he finest pdf for actually.

-- **Lora Johns III**