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If you want to make content marketing work you need a game plan. An effective content marketing strategy starts with objectives and ends with results – a process and a plan to get you from A to B using the content on your website and beyond. Take a strategic approach to content marketing. You will have a clear picture of what you want to achieve.

## How to make content marketing work - Valuable Content

The valuable content approach to your marketing You want to get great results from your business development efforts, but that's not all. If you're running your own business or leading in an organisation you believe in then you want a way of marketing and communicating that feels right too.



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Valuable Content Marketing - Valuable Content  
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Valuable Content Marketing goes beyond words and lofty vision. It tells you what to do. In a landscape growing increasingly crowded by noise, this gets you to a higher ground. Chris Brogan, CEO, Owner Media Group

The Valuable Content Marketing book - Valuable Content

Valuable Content Marketing - make quality content your key to success. Sold in 26 countries. Download a sample chapter. If you're unsure where to start with marketing your business online or your current content doesn't generate enough interest in your business, then start with this book. You won't be disappointed.

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Home - Valuable Content

Enter content marketing. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

## What is Content Marketing?

Choose the right content type. For example, if users have an “aha” moment when seeing something sketched, use a video or a slideshow instead of written text. Create personas for your different user audiences, and match the level of the content’s complexity to the user’s ability to understand it. Always provide context.

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How your valuable content calendar

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will help. A content calendar is a vital content marketing planning tool that your whole team can share, helping everyone to see what content is coming up, what it's for and how it's going to pan out in the months ahead. A content calendar is not your content strategy (the strategic content thinking should come first) but it's a simple and practical way of putting your strategy into action.

## Free content planner - Valuable Content

Valuable Content Marketing shows you how to create and share the type of information that clients, customers and search engines really want - on your website, using social media, and through more traditional methods. Whether you're starting a business or looking to grow, this book shows you

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how to get better results from your marketing efforts.

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Dit is een samenvatting van Hoofdstuk 11: Pulling Together a Valuable Content Strategy uit het boek Valuable Content Marketing: How to Make Quality Content Your Key to Success 2nd Edition door Sonja Jefferson en Sharon Tanton. Dit is tentamenstof voor het tentamen Contentmarketing tijdens de specialisatie Digitale Media van het tweede jaar Creative Business

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Samenvatting valuable

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How to Create Great Content: A Step-by-Step Guide to ...

Jun 19, 2020 Contributor By : Ian

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