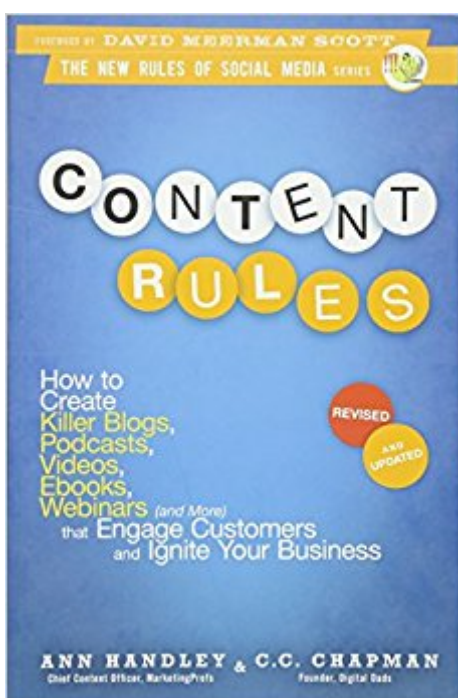


The book was found

# Content Rules: How To Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers And Ignite Your Business



## Synopsis

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 onlineâ” 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 contentâ” 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.

## Book Information

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## Customer Reviews

"What To Talk About When There's Nothing to Say," from the authors of Content Rules How do you create content when you don't have breaking news to share regularly? If you want to remain relevant, you need to find a way to converse much more frequently than when you have big news.

Consider these 10 approaches: Chat with customers. Ask customers a single question, such as "What's your biggest marketing challenge?" or "What's a strategy you used to grow your business this year?" Interview luminaries. Q & A interviews with thought leaders, strategic partners, or flat-out interesting creative thinkers make for compelling text, audio, or video content. Share real-time photos. Upload photos from industry events, meetups, or other gatherings. Fresh content matters here, and the faster you can get your photos up, the more likely they will be shared. Monitor search keywords. What keywords are people using to find your blog or website? Those keywords can inform your content stories and suggest new opportunities based on what customers are already interested in. Trawl industry news. Share an opinion about a recent news story that's affecting your industry or audience. Be timely; you could benefit from the extra boost of being one of the first to comment on the topic. Go behind the scenes. Show things that your readers or followers don't usually get to see. Share photos that give an insider's view of your company, or tease some new, compelling content, product or event that you'll be launching soon. Go to an event. Take session notes, conduct interviews, or take photos. Real-time blog or tweet the sessions that offer value to your community, and share with your audience what you learned, enjoyed, or were surprised at. Share best practices or productivity tips. People are always looking for efficiencies, and this type of content is always highly useful and shareable. Invite guest posts. Give your readers or employees or an expert in the industry the chance to guest post for your blog. Don't limit yourself to written content. Create a regular content series. A themed series is a great way to help you create regular content. Pick a day of the week and post the same type of content on that day.

The one-stop resource for creating irresistible content and building a loyal following, revised and updated *How do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products and services, and ignite your brand?* Content Rules equips you for online success as a go-to guide to the art and science of developing content that people care about. Case studies show how companies have successfully spread their ideas through blogs, YouTube, Facebook, Twitter, Google+, and other platforms—and used them to establish credibility and build a loyal customer base. This revised and updated edition shows you how to: Find an authentic "voice" and craft bold content that will resonate with prospects and buyers and encourage them to share it with others Use social media to get your content and ideas distributed as widely as possible Get to the meat of your message in practical, commonsense language, and define the goals of your content strategy Powerfully communicate your service, product, or message across various web media and mobile platforms Boost your online presence and engage with customers like never before

with Content Rules. Find out more at [ContentRulesBook.com](http://ContentRulesBook.com).

Content Rules is one of those timeless content marketing books that works for any business (I actually just bought a copy for my church). Ann Handley and C.C. Chapman walk you through the mindset of creating valuable content, then dig into the myriad of ways you can do so. Even though Content Rules is a few years old, I'd argue that it's more relevant now than ever before, as we have more tools for creating and repurposing content from channels that weren't as established when the book was first written (think social, but even through marketing automation and new publishing channels like LinkedIn and Medium). If you're new to content marketing, start here. If you've been at it awhile, come back to this book for a refresher on ways you can repurpose and reconnect with your customer base.

I purchased this book when it was first published and I finally got around to reading it. I'm about to launch a new website and I knew I needed to read this book first. Although I haven't yet finished it, the book is providing me with ideas about how to reimagine my existing content and it even suggests a publishing schedule with daily, weekly, monthly, quarterly, biannual and annual tasks. If you are just starting a blog, read this book first. If you have been writing a blog for a while (like me) and are looking for new inspiration and oomph, this is a wonderful book. It also makes a strong case for videos and podcasts (which I've been avoiding) but now I'm shopping for a camcorder. It's a worthwhile book for every blogger in every industry. I know that I'm going to recommend it and loan it to friends and clients.

I was recommended this book by a friend who has his own business and is seriously impressed. What a brilliant guide to content marketing. It gives much more than I ever expected. The information is in depth and requires a 2nd or maybe even a 3rd read. Next time round though, I will be checking out many of the sites and blogs recommended. So much information its quite scary - but really exciting. I am looking forward to starting my own blogs and doing something serious with them.

Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (New Rules Social Media Series) In the midst of mediocrity, Content Rules really does rule their genre. Authors Ann Handley and C. C. Chapman provide relevant content for businesses reaching for the next level of online connections. You do not

need a pocket protector to read Content Rules. Like their advice, Handley and Chapman speak in human "non-techy" terms describing how business can reimagine their message online to attract more readers. The authors combine proven foundation of marketing principles and layer creative communication to help businesses find their own voice and cut through all the digital clutter. Businesses serve a more intelligent set of consumers and clients today. People today Google questions, Yelp dining options, and read comments posted about businesses. Yes, consumers are savvier and reaching them requires more than cute ads and competitive prices. Social media serves as the primary road map for consumers. Handley and Chapman helps your business get on this digital map with road signs pointing customers your way. Content Rules: How to Create Killer Blogs, Podcasts, Videos, EBooks, Webinars, (and More) that Engage Customers and Ignite Your Business published by Wiley distinguishes itself as noted by the numerous positive reviews. The table of contents guides the reader to find their own voice online, craft their message, and solve problems for their online customers. Sharing "how to" content helps build trust with customers and helps them see your content as a resource rather than a sales pitch. Handley and Chapman bring back the classic advice of E. B. White's and Strunk's Elements of Style with a list of guidelines every writer (marketer) should memorize. Marketers often butcher language with too many adjectives or adverbs or worse overuse buzzwords. Content Rules reminds the reader of foundational issues, intermediate steps and advanced techniques that helps new comers and socially savvy businesses as well. The book is filled with lists and recommendations. The authors point toward third party vendors that help business solve key issues. Handley and Chapman help businesses shape specific goals to determine if online efforts are attaining the desired affect. The authors lay the foundation by showing why certain types of on line content is more valuable than others, describe how businesses can develop the content to gain a significant online presence, and share some case studies to help spark or shape ideas. Make no mistake, what Handley and Chapman propose requires significant effort and labor hours. They help you mine content from places you may not have considered. The book clearly gives numerous ways to turn your customer service knowledge into valuable web content. Handling all aspects of a business's online presence will require a dedicated person and at least ten percent of workers' time that provide content. The authors follow their own rules as they write a creative message setting this book up as the "go-to" source. There are some books you read and share with the team, but the whole team should read Content Rules or the collaborative messaging effort will fall short.

I'm halfway through it and have 22 pages of notes. If you're wanting to learn "how to write your own

online marketing".... you need to read this book!

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