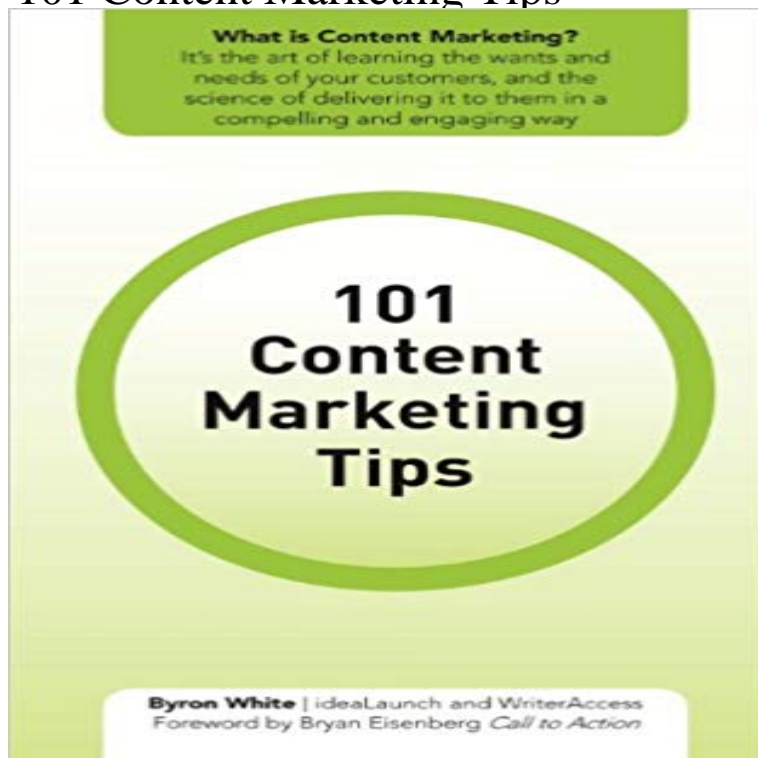


101 Content Marketing Tips



What is content marketing? Its the art of listening to your customers needs and wants and the science of delivering it to them in a compelling, engaging way. Its constantly testing campaigns with A/B testing to learn what works best. And its a simple, well-told story that gets passed around and keeps readers coming back for more. In the past ten years, Ive led a team that has created more than 18 million words for 500 clients. We created LifeTips.com from scratch and it now drives more than one million monthly readers without any advertising or marketing spend. Weve screened hundreds of writers and put them to the test and weve learned what works with landing page optimization. The secret to content marketing is great writers. If you hire great writers, you will grow your marketing and sales at an accelerated rate. If you hire lousy writers, youll remain stagnant with content that simply does not connect with readers or the search engines and be forced to feed the pipeline of sales with traditional marketing that will eventually become extinct. Enjoy these tips thatll open up a new pipeline of business. Youll find great ideas, uplifting examples, insider tips, and SEO secrets and methods to measure the ROI you demand from this book and from your content marketing investment. Byron White

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