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Content Marketing for Dummies James Heard,2014-11-15

Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers This information can be presented in a variety of formats including news video white papers e books infographics case studies how to guides question and answer articles photos etc Content Marketing has been defined in multiple ways The meaning of the term depends a lot on the purpose and context One of the most used definition is the technique of creating and distributing relevant and valuable content to attract acquire and engage a clearly defined target audience in order to drive profitable customer action Content marketing creates interest in a product through educational entertaining or informative material Successful content marketing relies on providing consistent high quality content that solves people s problems

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Lead Generation For Dummies Dayna Rothman,2014-03-31 Learn how to get your message heard above the online noise The buying process is greatly changed With the Internet the buyer is in charge If your product is going to compete you need to master 21st century lead generation and this book shows you how It s packed with effective strategies for inbound and outbound marketing tactics that will generate leads in today s market You ll learn the basics of lead generation inbound and outbound marketing lead nurturing ways to track ROI and how to score leads to know when one is hot Follow the steps to create your own personalized lead generation plan and learn how to sidestep common pitfalls Lead generation involves a strategy for generating consumer interest and inquiry into your product as well as a process for nurturing those leads until each is ready to buy Techniques include content marketing through websites blogs social media and SEO as well as outbound marketing strategies such as e mail PPC ads content syndication direct mail and events This book explores the basics of lead generation inbound and outbound marketing lead nurturing tracking ROI on campaigns lead scoring techniques and ways to avoid many common pitfalls Provides steps you can follow to create your own personalized lead generation plan Lead Generation For Dummies is the extra edge you need to compete in today s technologically enhanced marketplace

Employer Branding For Dummies Richard Mosley,Lars Schmidt,2017-01-19 Attract the very best talent with a compelling employer brand Employer Branding For Dummies is the clear no nonsense guide to attracting and retaining top talent Written by two of the most recognized leaders in employer brand Richard Mosley and Lars Schmidt this book gives you actionable advice and expert insight you need to build scale and measure a compelling brand You ll learn

how to research what makes your company stand out the best ways to reach the people you need and how to convince those people that your company is the ideal place to exercise and develop their skills The book includes ways to identify the specific traits of your company that aligns with specific talent and how to translate those traits into employer brand tactic that help you draw the right talent while repelling the wrong ones You ll learn how to build and maintain your own distinctive credible employer brand and develop a set of relevant informative success metrics to help you measure ROI This book shows you how to discover and develop your employer brand to draw the quality talent you need Perfect your recruitment marketing Develop a compelling employer value proposition EVP Demonstrate your employer brand ROI Face it the very best employees are the ones with the most options Why should they choose your company A strong employer brand makes the decision a no brainer It s good for engagement good for retention and good for the bottom line Employer Branding For Dummies helps you hone in on your unique compelling brand and get the people you need today

Impact of Artificial Intelligence, and the Fourth Industrial Revolution on Business Success

Bahaaeddin Alareeni, Allam Hamdan, 2022-07-29 This book constitutes the refereed proceedings of the International Conference on Business and Technology ICBT2021 organized by EuroMid Academy of Business Technology EMABT held in Istanbul between 06 07 November 2021 In response to the call for papers for ICBT2021 485 papers were submitted for presentation and inclusion in the proceedings of the conference After a careful blind refereeing process 292 papers were selected for inclusion in the conference proceedings from forty countries Each of these chapters was evaluated through an editorial board and each chapter was passed through a double blind peer review process The book highlights a range of topics in the fields of technology entrepreneurship business administration accounting and economics that can contribute to business development in countries such as learning machines artificial intelligence big data deep learning game based learning management information system accounting information system knowledge management entrepreneurship and social enterprise corporate social responsibility and sustainability business policy and strategic management international management and organizations organizational behavior and HRM operations management and logistics research controversial issues in management and organizations turnaround corporate entrepreneurship innovation legal issues business ethics and firm gerial accounting and firm financial affairs non traditional research and creative methodologies These proceedings are reflecting quality research contributing theoretical and practical implications for those who are wise to apply the technology within any business sector It is our hope that the contribution of this book proceedings will be of the academic level which even decision makers in the various economic and executive level will get to appreciate

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Content Marketing For Dummies**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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