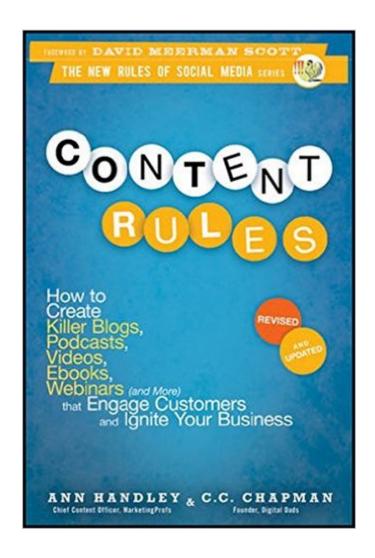# Content Rules: How To Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers And Ignite Your Business

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.

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Customer Reviews

The forward of this book states that "Marketing is about creating great content" - but that the art and science of producing that superior material has been a mystery to many. David Meerman Scott, the author of the book's forward section, suggests that the answer to the question "what exactly, should

I do?" is to tell stories. Granted, that's one important aspect of a forward-looking plan of action.However, perhaps it's essential to fully understand why most businesses tend to create poor content. In fact, much of the business communication that's being produced today clearly doesn't meet the needs of its intended target customer. To the vast majority of marketers, the task of creating content is still centered upon explaining what their product or service does.In contrast, great content -- from the customer's point of view -- should provide meaningful and substantive insight or guidance about what products and service will do for them. As I concluded reading this book, it occurred to me that the authors had not made this point in the most compelling way. I was somewhat disappointed.That said, Ann Hadley and C.C. Chapman have written a very comprehensive guide about how to develop a content marketing strategy and construct interesting information for your intended recipient -- utilizing a variety of digital media in the process.Chapter 6, "Share or Solve; Don't Shill" is -- by far -- the most useful section of this helpful guide. It shares the six characteristics of a good idea or a story. What's missing, in my opinion, are examples of how companies typically fail to incorporate these basic principles.Why is this explanation needed?

I teach online public relations at Tulane University, so I constantly keep watch for new books in the field. Along with my own mammoth how-to book, Complete Guide to Internet Publicity (now out of print) or the stiff but good British book, Online Public Relations, by David Phillips and Philip Young, I like to assign one book that is fresh, hip, current, and relevant.This year, I picked Content Rules even before reading it, because I love the title concept and I know one of the authors, Ann Handley, from when I used to write articles for ClickZ (back in the day, as they say).Content Rules is a relentlessly upbeat guide to developing content for the Internet. The authors not only stress that "content is king" online; it's also queen, jack, ace, and most of the rest of the deck. Content Rules will show you how to find content in every corner of your organization, package it in every conceivable format, and syndicate it throughout the universe. Pretty impressive.The TheoryThe authors begin by laying out 11 "content rules," then expanding those in the following nine chapters. This is the "theory" portion of the book; as theory goes, it's very easily digested. The authors stick to the conversational tone they advocate in Rule #4: Speak Human:"It's not just about getting more traffic; it's about getting more traffic that gives a s**t." The authors quote social media consultant Jay Baer. That's human enough for me.Highlights in the theory section of the book include:1) Creating a content publishing schedule, especially the checklist for things to do each month on page 60. It's a good template by itself for an online marketing game plan.

Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business The Content Marketing Formula: Everything You Need To Know To Provide Real Value To Your Audience (Content strategy, Content SEO, Content Creation, Content Management, Copywriting) The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing Information Products For Beginners: How To Create and Market Online Courses, Ebooks, and Other Digital Content Online Creating Content: Maximizing Wikis, Widgets, Blogs, and More (Digital & Information Literacy (Library)) Creating Content: Maximizing Wikis, Widgets, Blogs, and More (Digital & Information Literacy) Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing. Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less The Best WordPress Plugins: 500 Free WP Plugins for Creating an Amazing and Profitable Website (SEO, Social Media, Content, eCommerce, Images, Videos, Security) Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Create vs. Copy: Embrace Change. Ignite Creativity. Break Through with Imagination. Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More