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CONTENT MARKETING tweet Book01: 140 Bite-sized Ideas to Create and Market Compelling Content

Ambal Balakrishnan

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If you are under high pressure to develop and publish content quickly in order to reach your customers and prospects, you must read this book. As a digital marketer, you are told to develop blogs, wikis, podcasts, webcasts, YouTube videos--the list goes on. But have you stopped to ask:

- Why? What purpose does this content serve?
- How does this content fit in with my overall marketing strategy?
- How does marketing change with social media?
- What can content marketing do for my business?
- How do I reach prospects and customers by providing valuable content?

Get answers to all of these questions and more in '#CONTENT MARKETING tweet Book01' by ClickDocuments Co-Founder Ambal Balakrishnan. Based on more than a decade of experience in engineering, program management, business development, and strategy and marketing, Balakrishnan's collection of 140 bite-sized lessons will help you learn how to successfully navigate the world of content marketing and create compelling content that your customers and prospects will love.

This is a book that you can read again and again. It's Twitter-style format means you only have to spend a little of your time in order to gain a lot of insight. Read one or two tweets a day, or read the entire book in one sitting in thirty minutes or less. And then revisit its pages again and again to revive and relearn the important concepts you need to know to effectively and successfully create and market your content.

'#CONTENT MARKETING tweet Book01' is part of the THiNKaha series whose slim and handy books contain 140 well-thought-out quotes (tweets/ahas).

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Glenn Herrera:

What is your hobby? Have you heard which question when you got pupils? We believe that that concern was given by teacher to the students. Many kinds of hobby, Every individual has different hobby. And you also know that little person similar to reading or as reading become their hobby. You have to know that reading is very important and book as to be the thing. Book is important thing to incorporate you knowledge, except

your own teacher or lecturer. You see good news or update regarding something by book. Amount types of books that can you go onto be your object. One of them is actually # CONTENT MARKETING tweet Book01: 140 Bite-sized Ideas to Create and Market Compelling Content.

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