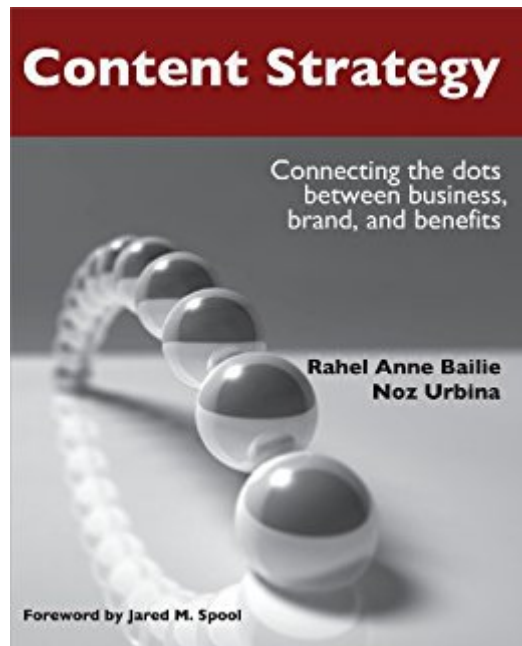


The book was found

Content Strategy: Connecting The Dots Between Business, Brand, And Benefits



Synopsis

If you've been asked to get funding for a content strategy initiative and need to build a compelling business case, if you've been approached by your staff to implement a content strategy and want to know the business benefits, or if you've been asked to sponsor a content strategy project and don't know what one is, this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds, but they share a deep understanding of how to help your organization build a content strategy. Content Strategy: Connecting the dots between business, brand, and benefits is the first content strategy book that focuses on project managers, department heads, and other decision makers who need to know about content strategy. It provides practical advice on how to sell, create, implement, and maintain a content strategy, including case studies that show both successful and not so successful efforts. Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content Under the Hood Developing a Content Strategy Glossary, Bibliography, and Index

Book Information

File Size: 2856 KB

Print Length: 306 pages

Publisher: XML Press; 1 edition (January 15, 2013)

Publication Date: April 3, 2013

Sold by: Â Digital Services LLC

Language: English

ASIN: B00C7CC4IK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #408,720 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #63

in Â Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides > Technical

#89 in Â Books > Computers & Technology > Web Development & Design > User Generated

Content #276 in Â Books > Reference > Writing, Research & Publishing Guides > Writing >

Technical

Customer Reviews

You've heard about content strategy but still have questions. Or you want your company to implement a content strategy but you can't convince your executives. Then you need to get a copy of Content Strategy. This isn't a Dummies book. It assumes that you already know about things like CRM and branding. It doesn't tell you how to create good content. It doesn't lead you by the hand through the process of developing a content strategy. (It couldn't: as the preface explains, content strategies are highly situational.) It does give you everything you need to make the business case for a content strategy. It describes the business benefits and the characteristics of an effective content strategy, using numerous case studies and examples distilled from the authors' extensive experience. It maintains its focus (no small feat when you have such rich subject matter and such knowledgeable authors): not belaboring basic ideas and not wandering into the weeds of detail. It even offers an extensive glossary to bring you up to speed on terminology. While you'll take away a lot, however, reading Content Strategy will require you to invest some serious time and thought. That's understandable: content strategy is a complex topic. Still, the book would be enhanced by a substantive edit. The outline is inconsistent -- for example, the B2C and B2B case studies in chapters 13 and 14 have completely different sets of headings. Some ideas are covered more than once -- like "what we mean by content" on page 4 and then again on page 36. (To the authors' credit, they never contradict themselves.) I'd like to see more evaluative statements -- for example, in chapter 19 where different municipal websites are shown but not really critiqued ("this worked because...

[Download to continue reading...](#)

Content Strategy: Connecting the dots between business, brand, and benefits
Connecting the Dots of a Disconnected Life: Hope for a Fractured Soul
Content Everywhere: Strategy and Structure for Future-Ready Content
Bravo! Best of Bridge Cookbook: Brand-New Volume, Brand-New Recipes (The Best of Bridge)
Fan Fare! Best of Bridge Cookbook: Brand-New Volume, Brand-New Recipes (The Best of Bridge)
The Military Advantage, 2016 Edition: The Military.com Guide to Military and Veterans Benefits (Military Advantage: The Military.com Guide to Military and Veteran Benefits)
BUSINESS: Business Marketing, Innovative Process
How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide
How To Effective ... Grow And Build Business As Beginner) 47 Secret Veterans' Benefits for Seniors - Benefits You Have Earned...but Don't Know About!
Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities)
Towards Solid-State Quantum Repeaters: Ultrafast, Coherent Optical Control and Spin-Photon Entanglement in Charged InAs Quantum Dots (Springer Theses)
The Dots and Boxes

Game: Sophisticated Child's Play Semiconductor Quantum Dots: Organometallic and Inorganic Synthesis (Nanoscience & Nanotechnology Series) FrameMaker - Creating and Publishing Content: LEARN TO USE, MANAGE, AND PUBLISH CONTENT WITH ADOBE FRAMEMAKER Content is King: How to use great SEO content, video and analytics to put you ahead of the game Documents, Presentations, and Workbooks: Using Microsoft Office to Create Content That Gets Noticed- Creating Powerful Content with Microsoft Office Creating Fat Content: Boost Website Traffic with Visitor-Grabbing, Google-Loving Web Content Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Trademarking Your Business Trademark Secrets - 21 Tips to Keeping Your Brand Safe! Content Strategy for the Web

[Dmca](#)