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**Content Marketing Made Easy With
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She is also the author of Master Content Marketing: A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience. Pamela and I talk about content marketing and what it takes to produce compelling material. Pamela knows all about everything marketing.

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How to Master Content Marketing

Content marketing is a strategic method of delivering highly valuable and relevant information to a specific audience based on their needs, pain points, and desires. Building a content marketing strategy can positively impact your brand or business by attracting

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more qualified visitors to your site.

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the framework and structural backbone
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evolving customer expectations
requiring integrated and personalized
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Master Content Marketing: A Simple Strategy to Cure the ...

During her award-winning 30-year

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marketing career, Pamela Wilson has helped local, national, and international clients communicate their messages effectively. Her passion is teaching — and she has a gift for making complex topics simple and easy to understand. She wrote Master Content Marketing to provide step-by-step help to empower people (even non-writers) to create

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effective content marketing in a stress-free, fun, and repeatable way.

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Pamela Wilson is the author of Master Content Marketing: A Simple Strategy to Cure the Blank Page Blues and Attract a

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Profitable Audience. She's Executive Vice President of Educational Content at Rainmaker Digital/Copyblogger. Find more from Pamela at Big Brand System.

Old Marketing is Dead: Master a Better Kind of Marketing

Master Content Marketing is a step-by-step guide through the content

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Keep a track of the new channels, promotional techniques, and the latest Trends in Content Marketing to stay ahead of your game. A Content Marketing Plan is your foundation to successfully achieving your Content Marketing goals. Make sure each of your content ideas adds value, educate and engage your audience.

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Content Marketing Plan Simplified in 10 Easy Steps ...

Her new book is called Master Content Marketing: A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience. You can listen above or on iTunes or Stitcher or watch the video here, read the notes and links below.

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Here are the highlights and full transcript below. What content marketing is

How Authors Can Use Content Marketing To Sell More Books ...

Mastering content creation means you are creating high-value content that serves the people you're trying to reach.

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