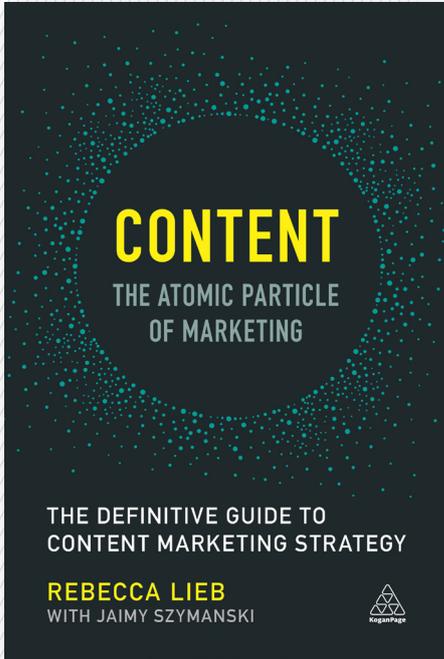


NEW BOOK

Without content, there is no marketing

EXPLAINS HOW BRANDS CAN GET THE MOST FUNDAMENTAL PART OF THEIR MARKETING RIGHT



Today, "content" has become more than just the latest marketing buzzword. As more advertisers than ever before compete for our attention via a plethora of screens, customers are learning to tune out of "push" messaging noise, and instead respond to and interact with the kind of "pull" content that offers what they actually want, when they need it.

Content has become the critical factor that underpins every aspect of a brand's marketing. It touches a company's own website, social media, blog, paid advertising, search marketing and even email. However, while most businesses and marketers have started to embrace the importance of creating good content, very few do so with any overarching strategy. Now, a new book, *Content – The Atomic Particle of Marketing* provides practical advice on how to build a customer-centric content strategy that will enable you to successfully reach long-term business objectives.

The author, Rebecca Lieb, is global industry thought-leader on content marketing, having conducted and published more research in the field than anyone else. She has helped many of the world's leading organisations with digital marketing

innovation, including Facebook, Nestle, Adobe, IBM and Save the Children, and now shares the insights from her in-depth quantitative research and interviews with senior marketers at influential global brands to provide invaluable advice that any business can use.

By drawing on exclusive research and interviews, *Content – The Atomic Particle of Marketing* goes beyond superficial advice on how to produce content to look at where content should fit in the broader framework of all marketing. It addresses the organisational issues, IT infrastructure, tools and processes required in order to maximise the value that content brings to your marketing, and your business.

Content – The Atomic Particle of Marketing is, quite simply, the definitive research-based guide to content marketing.

"The majority of global marketers have no discernible content marketing strategy. With this book, they have no more excuses."

Joe Pulizzi, Founder, Content Marketing Institute

Content – The Atomic Particle of Marketing by Rebecca Lieb is out now, published by Kogan Page, priced £19.99.

ABOUT THE AUTHOR

Rebecca Lieb is a strategic advisor, research analyst, keynote speaker, author and columnist. Her areas of specialisation are digital marketing and media, with a concentration in content strategy, content marketing and converged media. She works with many of the world's leading brands on digital marketing innovation, with clients ranging from start-up to non-profits to Fortune 100 brands and regulated industries, including Facebook, Home Depot, Nestlé, Anthem, Adobe, Honeywell, DuPont, Fidelity, Gannett, IBM, Save the Children, Pinterest, Cisco, ad and PR agencies, and The Federal Reserve Bank of New York.

Rebecca was previously VP and editor-in-chief of The ClickZ Network for over seven years, and vice president at Econsultancy, where she launched the company's US operations.

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EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Rebecca Lieb

Rebecca Lieb is one of the world's most sought-after experts on the topic of content marketing, and is available to provide interview, expert comment or a range of by-lined articles, including:

10 steps to building a content strategy

How to put the customer at the centre of your content strategy

Real-time marketing: How to do it right

How to measure if content is really working for you

Contextual marketing: The rules, risks and rewards

Going global: How to scale your content for an international audience

Culture of Content: How to convince your organisation of the power of content