



# **The Big Book of Content Marketing: Use Strategies and SEO Tactics to Build Return-Oriented KPIs for Your Brand's Content**

*Andreas Ramos*

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80% of your online advertising doesn't reach your audience. People delete cookies and block ads. How can you reach your audience?

There's a new way. Your audience wants useful information. If it's useful, they will share it. Use **Content Marketing** to give your audience what it wants. Based on real-world experience with Fortune 500s and Silicon Valley startups, this book covers:

- How Content Marketing fits into your marketing
- How to build your Content Marketing strategy
- Use Influencer Marketing to distribute your content
- Use SEO and PPC with your Content Marketing
- Metrics, tracking, and business goals for Content Marketing

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