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Pulizzi is the founder of the Content Marketing Institute and author of Epic Content Marketing. With over 58,000 followers on Twitter, Joe is clearly doing something right. I pushed my coffee

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aside and attentively listened as he reviewed the five elements to consider in regards to epic content.

5 Epic Content Marketing Tips from Joe Pulizzi

Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by

Download Free Epic Content Marketing How To Tell A Different Story Break Through Marketing Less. Hardcover - Sept. 24 2013. by Joe Pulizzi (Author) 4.6 out of 5 stars 142 ratings. See all 3 formats and editions.

Epic Content Marketing: How to Tell a Different Story ...

My latest book, Epic Content Marketing, is launching this week. Naturally, the

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The Clubs And Win More Customers By Marketing Less

title has prompted many a marketer to ask me, “What, exactly, does epic content marketing entail?” To start, you need to be honest about the content you have. Most likely, your organization has plenty of feature- and benefit-related content — truly, the majority of brands have become quite adept at talking ...

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**The 6 Principles of Epic Content
Marketing**

“As Joe shows us in his wonderful Epic Content Marketing, you must unlearn interrupting people with your nonsense. Instead, publish the valuable content they want to consume and are eager to share.”-DAVID MEERMAN SCOTT, bestselling author of The New Rules of

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**I recommend Joe Pulizzi's new book
Epic Content Marketing ...**

1-Sentence-Summary: Epic Content
Marketing shows why traditional
methods for selling like TV and direct
mail are dead and how creating content
is the new future of advertising because

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it actually grabs people's attention by focusing on what they care about instead of your product. Read in: 4 minutes Favorite quote from the author:

Epic Content Marketing Summary - Four Minute Books

Simple, as noted, producing epic content marketing means adding value or

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engaging with your customers. As a small business, you work day in and day out with your customers. As a result, working in the trenches enables a fundamental understanding of your clients (and therefore, your potential clients).

How to Produce Epic Content

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Marketing - digitalexaminer.com

Epic content isn't epic because it "re-invents the wheel." It's epic simply because it takes an unanswered question, and offers an elegant solution—without stressing over how "unique" or "original" it might be. So don't try to outsmart your readership, especially if you'e just learning how to

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grow an online business.

How to Create EPIC Content! | Elite Marketing Pro

Epic Content Marketing (2014) offers you a step-by-step guide to mastering one of today's most innovative approaches to product marketing. Knowing your audience and

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assembling a top-notch content team are just some of the key elements to achieving a successful content marketing strategy and getting ahead in a highly competitive market.

Epic Content Marketing by Joe Pulizzi

Epic content marketing needs: Enroll

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Different Story Break Through
**5 Easy Steps To EPIC Content
Marketing - Curatti**

Epic Content Marketing takes you step by step through the process of developing stories that inform and entertain and compel customers to act - without actually telling them to. Epic content, distributed to the right person at the right time, is how to truly capture

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Epic Content Marketing by Joe Pulizzi | Audiobook ...

Hire professional journalists and writers. Repurpose all your content: don't create content every day, but when you do have a story to tell, maximize it. Create 20 pieces of content (such as SlideShare

Download Free Epic Content Marketing How To Tell A Different Story Break Through presentations, videos, blog posts, and white papers) all from one story idea.

EPIC CONTENT MARKETING - Guide to Purposeful Success

Epic content marketing starts with a plan around the informational pain points of your customers. The starting point? A content marketing mission

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statement that will drive the entire
strategy.

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