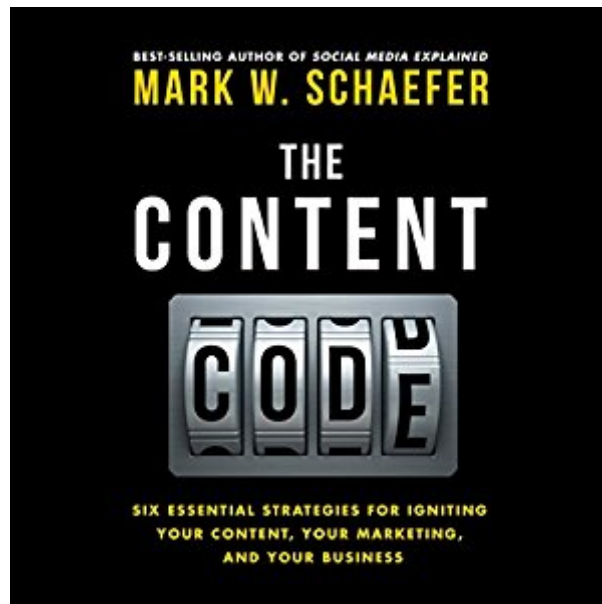


The book was found

The Content Code: Six Essential Strategies To Ignite Your Content, Your Marketing, And Your Business



Synopsis

Mark W. Schaefer, college educator, consultant, and best-selling author of five marketing books including *Social Media Explained* and *The Tao of Twitter*, has delivered a path-finding book exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now...beyond content, beyond social media, beyond web traffic and Search Engine Optimization. *The Content Code* starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build "shareability" into all your content, and the new role of promotion, distribution, and SEO in a very competitive, digital world. Unlock your business value, unleash your audience, and uncover the six digital secrets of *The Content Code*.

Book Information

Audible Audio Edition

Listening Length: 6 hours and 28 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Mark W. Schaefer

Audible.com Release Date: July 21, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B01282LBIM

Best Sellers Rank: #115 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #576 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

I have seen the future of social media, and it is bright. Mark Schaefer's new book, *The Content Code*, is the answer to a conundrum that most social media managers are facing today: lack of content engagement. Too many voices are clamoring for a limited online attention span. Schaefer's new book provides a road map for not only breaking through the noise, but building a long-term Alpha Audience that can help ignite your content regularly. The dilemma: adults in the

western world consume content an average of 10 hours per day. Schaefer says, "This intersection of finite content availability is creating a marketing industry tremor I characterize as Content Shock. Content demand is flat as volume increases." • Social sharing becomes more important as brands struggle to be heard. The bottom line, according to Schaefer: content that is not discovered has no value. So how do brands build that discoverability and create ignition? By being a BADASS. The acronym defines the six elements of the code: -Brand development -Audience and influencers -Distribution -Advertising, promotion, and SEO - "Shareability" • embedded into each piece of content -Social proof and social signals

The book connects some important dots that are missing in today's marketing practices. Our focus today is on creating content that catches people's attention, but not on audience development. Without audience development, our content continues to float in space, hopefully getting snagged by an interested passerby. As Schaefer reminds readers: "Business results on the web don't come from content, they come from content that moves." • This book is packed full. It is not just theoretical, it is practical.

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

The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business
The Content Marketing Formula: Everything You Need To Know To Provide Real Value To Your Audience (Content strategy, Content SEO, Content Creation, Content Management, Copywriting)
Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1)
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing)
99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2)
Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing.
FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing)
Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite

Your Business Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs)

[Dmca](#)