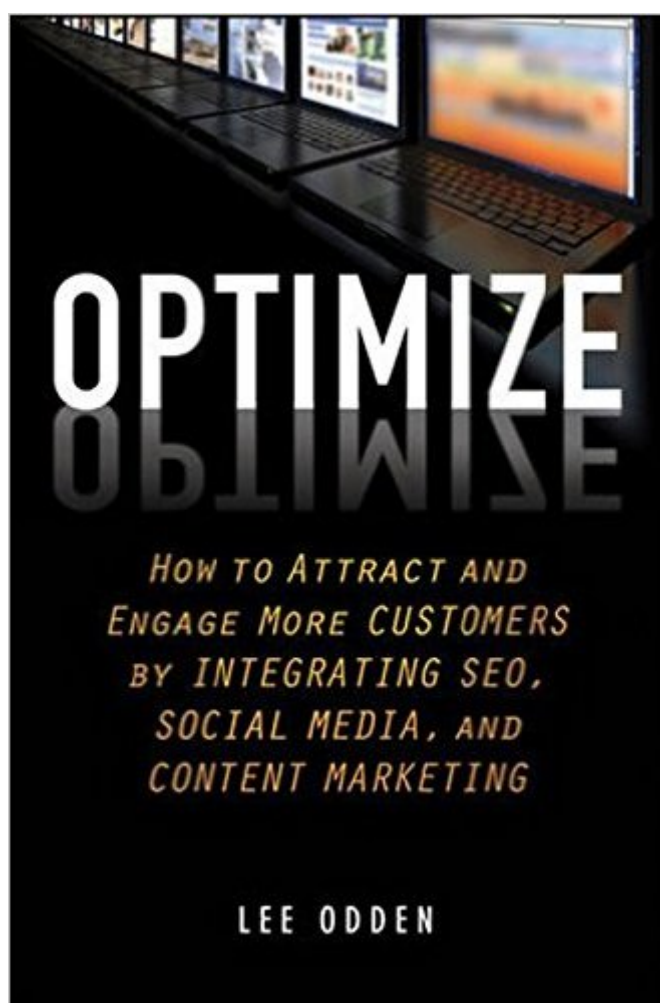


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Optimize: How To Attract And Engage More Customers By Integrating SEO, Social Media, And Content Marketing



Synopsis

Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy. Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

Book Information

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Customer Reviews

Optimize by Lee Odden has been the primary text for NSU's MKT5855 Social Media Marketing course for 2 years. The 5-star book blends SEO-integrated content marketing tactics with a

technical framework for implementing enterprise-wide strategies that place the customer first. The book, in my opinion, qualifies academically as a primary reading for MBA level courses. The recommendation is based on the following: 1) This is one of few social content marketing books that is built around an SEO discipline. Especially at a time when content marketers are racing to tell their brand stories or capitalize on big data for real-time context, marketers have slowly begun to abandon the art and discipline behind SEO. Throughout his book, Lee treats social media, content marketing and search as an integrated exercise to be practiced in the research, content creation and content distribution phases of buyer courtship. 2) As a top 25 social media influencer and blog traffic in the top 0.003% of registered websites, Lee can walk the talk of his recommendations. 3) The book is craftily organized along the lines of a marketing plan while introducing social/search tools as the planning topics are discussed. This keeps the readers attention on a build-as-you-go content creation strategy without drifting off into dry topics of tools and tactics. The marketing plan structure includes early discussion of objectives, audience and audits. Following this situation analysis, the topics progress through a typical content marketing framework (e.g., content creation, promotion and socializing). It culminates in measurement, process and training. This lines up perfectly with typical marketing curricula. 4) Now in its third year, the book is amazingly current.

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