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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 the way to truly capture the hearts and minds of customers.

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Epic content can produce epic conversions too: One mistake that I see many content marketers make is producing great content but not wanting

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to collect email signups right away. If you take a close look at this guide, you'll realize that it's set up as a highly optimized lead generation source.

## **5 Steps To Building An Epic Content Marketing Machine**

Epic Content Marketing "Joe Pulizzi has made me a content believer! Starting

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today, we will start to develop our business content with a devoted discipline to behave more like a great media company.” Katherine Button Bell, Vice President & Chief Marketing officer, emerson “Joe Pulizzi may know more about content marketing than any person

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“As Joe shows us in his wonderful Epic

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**I recommend Joe Pulizzi's new book**

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## **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 it actually grabs people's attention by focusing on what they care about instead of your product. Read in: 4

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minutes Favorite quote from the author:

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**Epic Content Marketing Summary - Four Minute Books**

Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and “stories” tailored for instant, widespread distribution on social media,

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Econsultancy's Periodic Table of Content Marketing, including strategy, format,

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Joe Pulizzi of Content Marketing Institute and Author of Epic Content, Managing Content Marketing and Get Content Get Customers. 24. I'm fascinated with the LinkedIn Influencer program right now. They've engaged 400 thought leaders to share original content directly with LinkedIn's 225+ million members, who can then connect with the ...

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**28 Amazing Content Marketing  
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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  
assembling a top-notch content team

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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 isn't epic because it "re-invents the wheel." It's epic simply

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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 grow an online business.

**How to Create EPIC Content! | Elite**

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**Marketing Pro**

“Before writing a word for the web, read Scott Aughtmon’s new book. It will turbocharge your brain. Great book with great stories.” – Al Ries, author of the classic, best-selling book Positioning: The Battle For Your Mind and many other books.(Positioning was voted by AdAge as one of the 75 most important

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