

**FOREWORD BY MICHAEL BRENNER  
VP CONTENT STRATEGY, SAP**

**JOE PULIZZI**

**COAUTHOR OF GET CONTENT GET CUSTOMERS**

---

**EPIC  
CONTENT  
MARKETING**

---

**HOW TO TELL A DIFFERENT STORY,  
BREAK THROUGH THE CLUTTER, AND  
WIN MORE CUSTOMERS BY MARKETING LESS**

# Resumo de Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less

NAMED one of 5 MUST-READ BUSINESS BOOKS BY FORTUNE MAGAZINE Publishing is the NEW MARKETING. How do you cut through the noise, commotion, and bad information that is right now cluttering up your customers' digital space?

Epic Content Marketing. One of the world's leading experts on content marketing, Joe Pulizzi explains how to draw prospects and customers in by creating information and content they actually want to engage with.

No longer can we interrupt our customers with mediocre content (and sales messages) our customers don't care about. "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 the hearts and minds of customers. It's how to position your business as a trusted expert in its industry.

It's what customers share and talk about. Once we hook customers in with epic content, they reward us by sending our sales through the roof. Epic Content Marketing provides everything you need to:

- \* Determine what your content niche should be to attract and retain customers
- \* Discover and develop your content marketing mission statement
- \* Set up a process for creating and curating epic content
- \* Learn how to leverage social and email channels to create--and grow--your audience
- \* Measure the performance of your content--and increase your content marketing budget

With in-depth case studies of how John Deere, LEGO, Coca-Cola, and other leading corporations are using content to drive epic sales, this groundbreaking guide gives you all the tools to start creating and

disseminating content that leads directly to greater profits and growth.

Whether you're the CMO of a Fortune 500, a digital marketer, or entrepreneur, "Epic Content Marketing" gives you the tools you need to vanquish the competition. Start your epic journey now! Check out [EpicContentMarketing.com](http://EpicContentMarketing.com) for book bonus material and to download "20 Epic Examples of Content Marketing"

[Acesse aqui a versão completa deste livro](#)