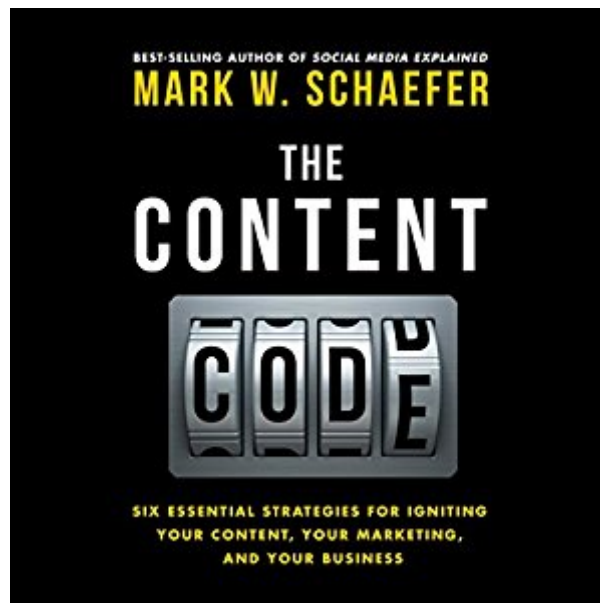




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# The Content Code: Six Essential Strategies To Ignite Your Content, Your Marketing, And Your Business



## 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

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## 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.

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