



## Content and It s Rise in a Connected World (Paperback)

By Paul G Roberts

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. CONTENT And it s Rise in a Connected World Paul G Roberts Today a radically new dynamic series of interactions shape the possibilities and realities of purchase and loyalty dynamics. Today Search engines, Influencers, and Social media enable and persuade purchase behavior in an anything but uniform pattern. Today it is the consumer with smart phone in hand, which is always on, and always there that holds the power. The consumer is now in control instead of the consumer corporations and brands that were in years gone by. In a world where overt advertising can be blocked or edited out, we now live in the world of Permission Marketing. The consumer is now calling the shots as to what they choose to absorb, like and share. Success in Content marketing is no walk in the park. Everyone has now realized that Content Marketing is the main game in building brands, developing leads and creating brand loyalty. It s a struggle to get organic traffic, a struggle to get an audience, and a struggle to get quality leads. This book...



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