

1. Record Nr.	UNINA9910824578003321
Autore	Odden Lee
Titolo	Optimize : how to attract and engage more customers by integrating SEO, social media, and content marketing // Lee Odden
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-118-23957-1 1-280-59039-4 9786613620224 1-118-22638-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (xii, 243 p.) : ill
Disciplina	658.872
Soggetti	Direct marketing Direct selling Social media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 233-238) and index.
Nota di contenuto	Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing; Contents; Foreword; Preface; Acknowledgments; Phase 1: Planning; Chapter 1: Setting the Stage for an Optimized State of Mind; Content Marketing Trilogy: Discovery, Consumption, and Engagement; The Intersection of Search Optimization And Social Media; Whatever Can Be Searched Can Be Optimized; Optimize For Customers; Optimize For Experiences; Are you ready to be optimized?; Action Items; Chapter 2: Journey: Where Does Optimize and Socialize Fit in Your Company? Optimized B2C Search MarketingB2B Content Marketing Optimization; Optimization and the Enterprise; Public Relations; Customer Service; Recruiting and HR; Action Items; Chapter 3: Smart Marketing Requires Intelligence: Research, Audit, and Listen; Business and Content Competitors in Search Results; Research the Social Landscape; Technical SEO Audit of Your Website; Action Items; Chapter 4: In It to Win It: Setting Objectives; The Role of Search and Social Media with Content Marketing; Identifying Online Marketing Objectives; Online Public Relations Objectives

HR and Recruiting Content Optimization Objectives Customer Service Objectives; Action Items; Chapter 5: Roadmap to Success: Content Marketing Strategy; Inheriting an Online Marketing Mess; Why Your Business Needs a Content Marketing Strategy; Why Your Business Needs a Content Marketing Strategy; A Holistic Approach to Content Marketing; Six Steps for a Better Content Marketing Strategy; Search Engine Optimization Strategy; How SEO Can Work With Content Strategy; Five Essential SEO Audits; Social Media Marketing Strategy Tying It All Together: An Optimized and Socialized Content Marketing Strategy Action Items; Phase 2: Implementation; Chapter 6: Know Thy Customer: Personas; The What and Why of Customer Personas; Why Customer Segments and Personas Are Important; A Process for Developing Buyer Personas; Collecting Data for Personas; How Personas Guide Content Creation and Optimization; Action Items; Chapter 7: Words Are Key to Customers: Keyword Research; A Perfect Keyword Brainstorm; Document Keyword Metrics; Keyword Brainstorm, Evaluation, and Filtering; Listen To the Voice of the Customer Filter Keywords with a Research Tool Building Your Keyword Glossary; Research Social Topics; Action Items; Chapter 8: Attract, Engage, and Inspire: Building Your Content Plan; What is content marketing?; Knowing Your Customer Is Essential For Effective Content Marketing; Is Your Marketing Mechanical Or Meaningful?; Create a Content Plan; Inventory Existing Content and Map the Gaps; Basic Process for Creating an Editorial Calendar; Social Content Promotion; 20 Different Content Types; Hub and Spoke Publishing; Social Media SEO; Cycle of Social Media and SEO; Action Items Chapter 9: Content Isn't King, It's the Kingdom: Creation and Curation

Sommario/riassunto

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
