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Nota di contenuto	pt. 1. Finding a new path : the power of content marketing -- pt. 2. Who will go with you : redefining your marketing relationships -- pt. 3. Envision the journey : preparing your content marketing plan -- pt. 4. Set out on your trek : implementing your content marketing strategy -- pt. 5. The right provisions for the journey : what you need to know about the channels your choose.
Sommario/riassunto	Nonprofits are communicating more often and in more ways than ever before . . . but is anyone paying attention? In her follow-up to <i>The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause</i> , Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share, and manage relevant and valuable content that inspires and motivates people to support your nonprofit in many d