

CONTENT MARKETING FOR DUMMIES PDF

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Top Marketing Tips for Businesses on a Low Budget Most small-business owners, especially those starting out, don't have lots of money to spend on marketing. Let the For Dummies brand and expert how-to content help you craft a business solution that will fit your brand and help you connect with your customers. How do marketers define content marketing? 50 marketers give their content marketing definition. Plus useful resources. Bruce McDuffee Author of "The New Way to Market for Manufacturing" and Executive Director, Manufacturing Marketing Institute. View profile. Video may be a hot marketing tactic, but even top 100 brands can get stuck at just dozens of views. Here's how to juice your video content marketing strategy.

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