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Content Strategy at Work

By Margot Bloomstein

Oxford Elsevier LTD Apr 2012, 2012. Taschenbuch. Condition: Neu. Neuware - Content is king. and the new kingmaker. and your message needs to align with your model and metrics and other mumbo jumbo, right Whether you're slogging through theory or buzzwords, there's no denying content strategy is coming of age. But what's in it for you And if you're not a content strategist, why should you care Because even if content strategy isn't your job, content's probably your problem- and probably more than you think. You or your business has a message you want to deliver, right You can deliver that message through various channels and content types, from Tweets to testimonials and photo galleries galore, and your audience has just as many ways of engaging with it. So many ways, so much content. so where's the problem That is the problem. And you can measure it in time, creativity, money, lost opportunity, and the sobs you hear equally from creative directors, project managers, and search engine marketing specialists. The solution is content strategy, and this book offers real-world examples and approaches you can adopt, no matter your role on the team. Put content strategy to work for you by gathering...



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