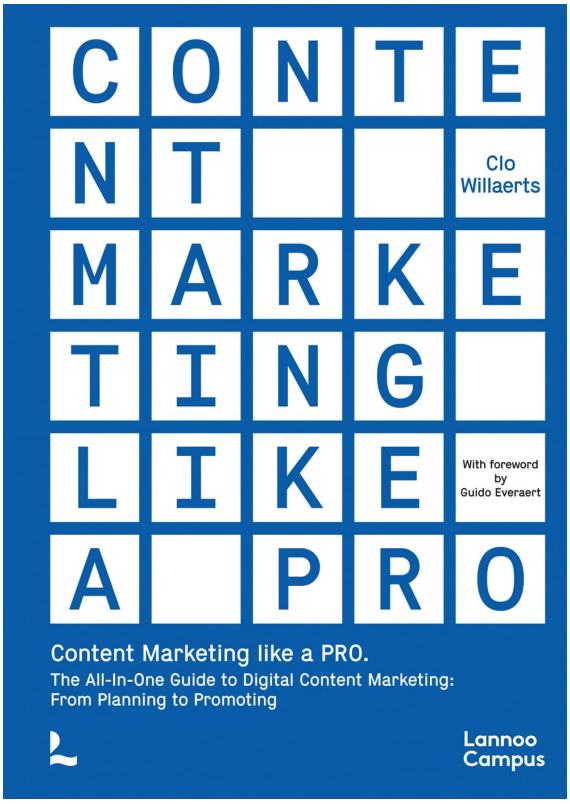
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Content Marketing like a PRO

The All-In-One Guide to Content Marketing: From Planning to Promoting

Clo Willaerts

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- A comprehensive strategy, creation, and distribution approach is needed to succeed in today's competitive digital landscape
- The case studies and examples are a great way to see how the concepts are applied in the real world

This step-by-step marketing approach makes it ever so easy to apply content marketing concepts. Take your content marketing skills to the next level with this comprehensive handbook. Inside, you'll find everything you need to know to develop and execute a successful content marketing strategy, including identifying your target audience, creating compelling content, and distributing it effectively. Then, with case studies and real-world examples, you'll be equipped to create and distribute content that engages and converts your target audience.

Clo Willaerts is a keynote speaker, author and trainer with over 20 years' of experience in the digital realm. She is a leading expert on the impact of technology on our daily lives, with a unique perspective as a girl geek, tech blogger, and digital technology optimist. She has a proven track record of helping organisations understand the challenges and opportunities of the digital age, and how to navigate them successfully.

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