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Bestsellers about Content Marketing

Joe Pulizzi is, not without reason, called an evangelist of content marketing. He was the first one to use “content marketing” notion and had made it an institution founding Content Marketing Institute. Did he foresee it would soon become the leading trend?

Joe Pulizzi is considered one of the content marketing world's experts. This is reflected in the sales of his books – each of them is listed as a marketing branch bestseller. They are like signposts leading to a promised land where one can find answers to questions nagging many marketers. On his blog, Twitter profile or LinkedIn (where the popularity of his posts has given him an Influencer title) Joe Pulizzi provides priceless content. That's why he is a special guest at this year's Filminteractive Conference which leitmotif is content marketing.

Must read

What's the way to tell a story different than all the others, win consumer's hearts with it and increase income with a tiny marketing budget? Is it proper to bother consumers with average pro-sales information they are not interested in? How to make a contact with the customers they would impatiently wait for? How to create a multiaspect marketing strategies, high quality content and save own realizations from accusations? These are only some of the questions Joe Pulizzi's books do answer.

Must have

Get Content Get Customers, *Managing Content Marketing* and the latest book, *Epic Content Marketing*, had fast become bestsellers and were appreciated by the marketing branch. American Forbes and Fortune Magazine pronounced *Epic Content Marketing* a turning point guide which provides all the tools for creating and propagating content that guarantees income increase and the rise of brand awareness.

Must be epic

„Your customers don't care about you, your product, or your services. They care about themselves says Joe Pulizzi and emphasizes content marketing is not limited to social media marketing its often related to. Why? He answers this and many other questions in his book which you can buy online (i.e. at Amazon). The organizers of the conference and the author himself have prepared a surprise for Polish readers: first 50 guests who buy tickets for Filminteractive 2014 will receive an “epic copy” of his book. You can meet Joe Pulizzi this September in Lodz Film School.

More at www.filminteractive.eu