



The Content Code: Six essential strategies to ignite your content, your marketing, and your business

Mark W. Schaefer

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Mark W. Schaefer, college educator, consultant, and best-selling author of five marketing books including Social Media Explained and The Tao of Twitter, has delivered a path-finding book exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now ... beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build "shareability" into all your content, and the new role of promotion, distribution and SEO in a very competitive, digital world. Unlock your business value, unleash your audience, and uncover the six digital secrets of The Content Code.

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