Inbound Content: A Step-by-Step Guide to Doing Content Marketing the Inbound Way

Release Date:
Thursday, May 3, 2018 10:43 am EDT

Terms:
Business and Finance

Dateline City:
Hoboken, NJ

Contacts:
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Want to Create Content That Attracts and Engages?

HubSpot’s New Book Inbound Content Shows You How

Today’s buyers don’t respond to old-school interruptive marketing strategies. They want to find you. Justin Champion’s new book, Inbound Content, shows you how to create and share content that attracts prospects, turns them into customers, and supercharges your brand.

Hoboken, NJ (April 2018)—The old-fashioned, interruptive outbound way of marketing—like blasting emails to purchased lists or cold calling prospects who haven’t expressed any interest in your company—doesn’t work for modern buyers. They’re informed, empowered, and they don’t want to be chased down and sold to. They want to find you. That means your job is to be found—and with the right content, you will be.

Inbound Content: A Step-by-Step Guide to Doing Content Marketing the Inbound Way (Wiley, 2018, ISBN: 978-1-119-48895-8, $25.00)—written by HubSpot Academy’s Content Professor Justin Champion—teaches readers how to attract the right people, turn them into leads, and close them into customers.

The book explains that leveraging inbound content goes beyond having a website or using social media. If you truly want to connect with prospects and customers at unprecedented levels, you must create and share relevant content that draws them in, educates them, and helps them solve their problems.

Based on the Inbound Marketing Methodology developed by the marketing and sales software company HubSpot, Inbound Content teaches businesses to create content that attracts the right people, converts them into leads, closes them into customers, and ultimately delights them so much that they become enthusiastic promoters of your brand.

This book, which is filled with practical tips and tactics, shows you how to develop a unified strategy, create compelling content tailored to your customers’ needs, and utilize that content to its greatest advantage in order to build your brand. You’ll learn to:

- Discover the power of storytelling and generate effective content ideas
- Plan a long-term content strategy and a content-creation framework
- Create great content, promote it, measure it, and analyze its performance
- Extend your content’s value, become a more effective writer, and develop a growth mentality

Remember, effective content is worth its weight in marketing gold. It stands out from the noise, and, to the customer, looks like an oasis in a desert of clickbait and paid reviews. Inbound Content shows you how to plan, build, and implement your content strategy for unprecedented engagement and sales.

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About the Author:

Justin Champion is the author of Inbound Content: A Step-by-Step Guide to Doing Content Marketing the Inbound Way. He has been a digital marketer for nine years, working with clients like Majestic Athletic, Wrangler Jeans, and Pendleton Whisky. He has always enjoyed building brands that consumers can relate to by creating compelling content. He now works as HubSpot Academy’s content marketing professor, which has brought this passion full circle, because he is now able to teach anyone how to grow a successful
business through content marketing best practices. Justin is the creator of HubSpot Academy’s Content Marketing Certification, which is a globally recognized course.

Justin is a digital nomad—a full-time remote worker who lives and works from the road in his Airstream and DIYed truck camper. This book was written during Justin’s 2017 U.S. inbound content workshop roadshow. Follow him and his journeys at instagram.com/wildwewander.

About the Book:


About Wiley:

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Language:

English