



The Digital Crown: Winning at Content on the Web

Ahava Leibtag

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In 1997, Bill Gates famously said "Content is king." Since then, the digital marketing world has been scrambling to fulfill this promise, as we finally shift our focus to what consumers really want from our brands: a conversation. *The Digital Crown* walks you through the essentials of crafting great content: the fundamentals of branding, messaging, business goal alignment, and creating portable, mobile content that is future-ready. Systems create freedom, and within this book you'll learn the seven critical rules to align your internal and external content processes, including putting your audience first, involving stakeholders early and often, and creating multidisciplinary content teams.

Complete with case studies and experience drawn directly from global content projects, you are invited to observe the inner workings of successful content engagements. You'll learn how to juggle the demands of IT, design, and content teams, while acquiring all the practical tools you need to devise a roadmap for connecting and engaging with your customers.

This is your next step on the journey to creating and managing winning content to engage your audience and keep them coming back for more.

- Discover easy-to-follow, simple breakdowns of the major ideas behind engaging with your customer
- Learn both the theoretical and practical applications of content and communication on-line
- Maximize on the case studies and real-world examples, enabling you to find the best fit for your own business

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Pedro Dillon:

Why? Because this The Digital Crown: Winning at Content on the Web is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will zap you with the secret the idea inside. Reading this book alongside it was fantastic author who else write the book in such incredible way makes the content inside of easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this any more or you going to regret it. This phenomenal book will give you a lot of advantages than the other book have such as help improving your proficiency and your critical thinking means. So , still want to hesitate having that book? If I ended up you I will go to the guide store hurriedly.

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