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SUMMARY Edition Shortcut (author),1901 **SUMMARY - Welcome To The Funnel: Proven Tactics To Turn Your Social And Content Marketing Up To 11 By Jason Miller** Shortcut Edition,2021-06-17 Our summary is short simple and pragmatic It allows you to have the essential ideas of a big book in less than 30 minutes By reading this summary you will discover how to optimally manage your content marketing and social media strategy You will also discover the importance of an integrated strategy where all channels are exploited in a complementary way the growing potential of social networks in B2B the secrets to regularly publish attractive content the indicators to monitor to guarantee you results practical tips for planning and evaluating your initiatives Content marketing is an increasingly popular technique especially in B2B business to business It is also a complex discipline that can be practiced through multiple channels Conflicting data preconceived ideas and difficulties in establishing reliable indicators can be very difficult for professionals to navigate Here is a practical guide to designing your strategy creating and using quality content and building your presence on social networks You will no longer hold any secrets from the underside of the method Buy now the summary of this book for the modest price of a cup of coffee

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