

Get Content Get Customers: Turn Prospects into Buyers with Content Marketing (Business Books)

Joe Pulizzi, Newt Barrett
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**“Execute the content strategies in this book
and watch your business grow.”**

—David Meerman Scott, bestselling author of *The New Rules of Marketing & PR*
and the new hit book *World Wide Rave*

 **GET
CONTENT**

Turn Prospects into Buyers
with Content Marketing

**GET
CUSTOMERS**



Joe Pulizzi and Newt Barrett

Foreword by Paul Gillin, author of
Secrets of Social Media Marketing and *The New Influencers*

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Joe Pulizzi, Newt Barrett : Get Content Get Customers: Turn Prospects into Buyers with Content Marketing (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Get

Content Get Customers: Turn Prospects into Buyers with Content Marketing (Business Books):

Connect to customers with compelling content! The rules of marketing have changed. Instead of loud claims of product superiority, what customers really want is valuable content that will improve their lives. *Get Content Get Customers* explains how to develop compelling content and seamlessly deliver it to customers—without interrupting their lives. It's the new way of marketing, and it's the only way to build a loyal, engaged customer base. Pulizzi and Barrett have taken integrated marketing communications to the next level.... Every marketer, large or small, can use this text to build better ongoing customer relationships.—Don Schultz, Professor Emeritus-in-Service, Integrated Marketing Communication, Northwestern University

Deftly navigating the worlds of PR, advertising and marketing, Joe and Newt prove that the real secret to great marketing is not a brilliant tagline, but creating compelling and useful content.—Rohit Bhargava, Senior Vice President of Digital Marketing, Ogilvy 360 Digital Influence, and author of *Personality Not Included*

Get Content Get Customers provides a play-by-play for any marketer who is serious about breaking away from the pack.—Greg Verdino, Chief Strategy Officer, Crayon, LLC