



## Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Paperback)

By Wendy Montes De Oca

Pearson Education (US), United States, 2011. Paperback. Book Condition: New. New.. 228 x 150 mm. Language: English . Brand New Book. Wendy s book is an impressively thorough account of the marketing options open to Internet businesses today. I have it within reach of my desk and I intend to make good use of it. - Michael Masterson, Publisher, Agora, Inc., Early to Rise You ve already got great content - now, monetize it! Dozens of top publishers, marketers, business owners, and entrepreneurs are already using Wendy Montes de Oca s SONAR Content Distribution Model™ to earn amazing ROI from content they already have. You can, too-even if you ve never done Internet marketing before! Content Is Cash shows you how to systematically integrate and synchronize today s best web marketing techniques to drive more traffic, buzz, leads, and sales for your business. It s not theory. It s a proven, cost-effective and real-world strategy allowing anyone with content to turn traffic into profits.and the results are quantifiable! Inside you ll find powerful, easy, and virtually no cost ways to maximize content syndication, online PR, social networking and bookmarking, article directories, and guerrilla marketing inforums and message boards.to achieve breakthrough results...



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