Outside-In Marketing: Using Big Data to Guide Your Content Marketing

By James Mathewson, Mike Moran

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Outside-In Marketing: Using Big Data to Guide Your Content Marketing, James Mathewson, Mike Moran, Marketing has always been about "me": my brand, my product, my company. But "inside-out" marketing no longer works: your customers simply won't tolerate it anymore. You need to transform your marketing to "outside in." Every message you deliver must engage, fascinate, and motivate the right audiences, because you start and finish with what they already care about. Your marketing itself must provide value to customers -- whether they buy today, next month, or far into the future. How do you know what messages will do that? How do you get those messages past tough new digital gatekeepers? You start here, with Outside In Marketing. Two world-renowned digital marketing thought leaders will show how to integrate content marketing with Big Data to deliver exactly the right messages to exactly the right customers and influencers. IBM's James Mathewson and Converseon's Mike Moran reveal how to make the most of today's Big Data algorithms to shape your messages and get them past Google and Facebook. You'll find up-to-the-minute practices, techniques, recommendations, guidelines, and metrics for mining the language your customers...

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