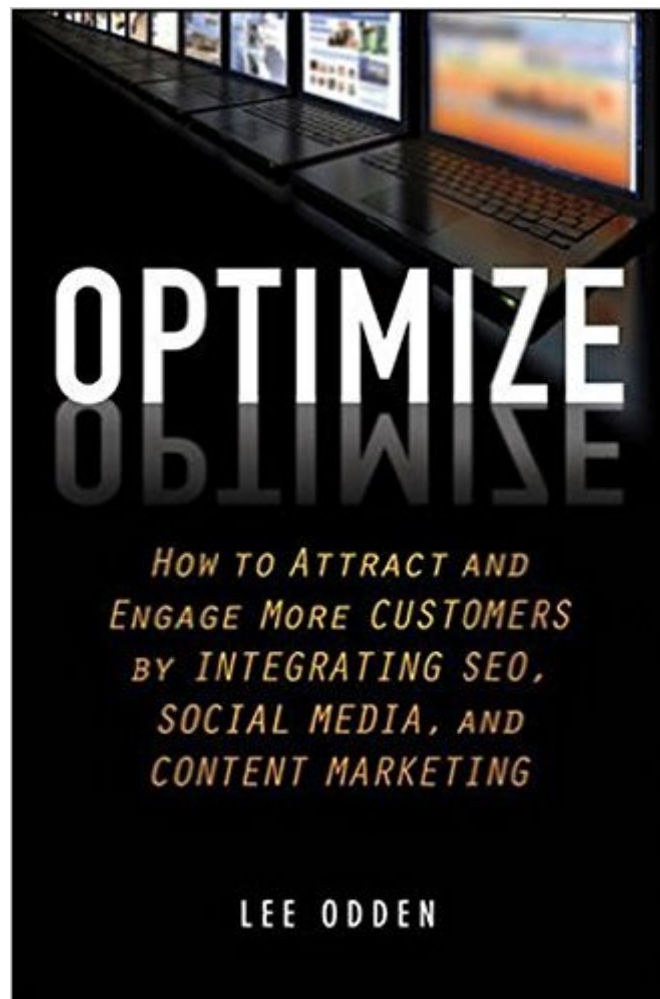


The book was found

# Optimize: How To Attract And Engage More Customers By Integrating SEO, Social Media, And Content Marketing



## Synopsis

Attract, engage, and inspire your customers with an "Optimize and Socialize" content marketing strategy. Optimize is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement. Companies, large and small, will benefit from the practical planning and creative content marketing tactics in this book that have been proven to increase online performance across marketing, public relations, and customer service. Learn to incorporate essential content optimization and social media engagement principles thereby increasing their ability to acquire and engage relevant customers online. Optimize provides insights from Lee Odden, one of the leading authorities on Content and Online Marketing. This book explains how to: Create a blueprint for integrated search, social media and content marketing strategy Determine which creative tactics will provide the best results for your company Implement search and social optimization holistically in the organization Measure the business value of optimized and socialized content marketing Develop guidelines, processes and training to scale online marketing success Optimize offers a tested approach for a customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics.

## Book Information

Hardcover: 256 pages

Publisher: Wiley; 1 edition (April 17, 2012)

Language: English

ISBN-10: 1118167775

ISBN-13: 978-1118167779

Product Dimensions: 6.4 x 0.9 x 9.4 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviewsÂ (42 customer reviews)

Best Sellers Rank: #212,607 in Books (See Top 100 in Books) #44 inÂ Books > Business & Money > Marketing & Sales > Search Engine Optimization #157 inÂ Books > Business & Money > Marketing & Sales > Marketing > Direct #291 inÂ Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

## Customer Reviews

Optimize by Lee Odden has been the primary text for NSUâ™s MKT5855 Social Media Marketing course for 2 years. The 5-star book blends SEO-integrated content marketing tactics with a

technical framework for implementing enterprise-wide strategies that place the customer first. The book, in my opinion, qualifies academically as a primary reading for MBA level courses. The recommendation is based on the following:

- 1) This is one of few social content marketing books that is built around an SEO discipline. Especially at a time when content marketers are racing to tell their brand stories or capitalize on big data for real-time context, marketers have slowly begun to abandon the art of and discipline behind SEO. Throughout his book, Lee treats social media, content marketing and search as an integrated exercise to be practiced in the research, content creation and content distribution phases of buyer courtship.
- 2) As a top 25 social media influencer and blog traffic in the top 0.003% of registered websites, Lee can walk the talk of his recommendations.
- 3) The book is craftily organized along the lines of a marketing plan while introducing social/search tools as the planning topics are discussed. This keeps the readers attention on a "build-as-you-go" content creation strategy without drifting off into dry topics of tools and tactics. The marketing plan structure includes early discussion of objectives, audience and audits. Following this situation analysis, the topics progress through a typical content marketing framework (e.g., content creation, promotion and socializing). It culminates in measurement, process and training. This lines up perfectly with typical marketing curricula.
- 4) Now in its third year, the book is amazingly current.

[Download to continue reading...](#)

Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) The Content Marketing Formula: Everything You Need To Know To Provide Real Value To Your Audience (Content strategy, Content SEO, Content Creation, Content Management, Copywriting) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) SEO 2016: SEO Secrets For Ranking On The First Page Of Google (SEO Marketing, SEO 2016, SEO, Search Engine Optimization) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A

Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn: \*FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business Seo 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2016)

[Dmca](#)