



Summary : Epic Content Marketing - Joe Pulizzi: How to Tell a Different Story, Break Through the Clutter, and Win Customers by Marketing Less

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Complete summary of Joe Pulizzi 's book: "Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win Customers by Marketing Less"

This summary of ideas from Joe Pulizzi's book: "Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win Customers by Marketing Less" tells you how to use epic content marketing to gain loyal customers. Your goal should be to help your customers and consistently provide the best information. By doing this, your customers will be grateful and become loyal customers.

Your epic content marketing should:

- Help the customer
- Be consistent
- Be authentic
- Avoid sales speak
- Be the best

Reasons to read this summary:

- Save time
- Sell more and market less
- Engage your customers and motivate them to take action

To learn more, read the summary of “Epic Content Marketing” and find out how to market high quality information that leads to loyal customers!

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