



# Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy

*Rebecca Lieb*

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Content, in all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. ***Content - The Atomic Particle of Marketing*** goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of interviews with senior marketers at some of the world's leading brands.

Written by a recognised industry thought-leader, ***Content - The Atomic Particle of Marketing*** explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It will demonstrate the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels. It will enable readers to make the organizational, staffing, tools and process decisions necessary to get content up and running across divisions and organizational silos. Deeply researched and insightful, ***Content - The Atomic Particle of Marketing*** is, quite simply, the definitive research-based guide to content marketing.

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