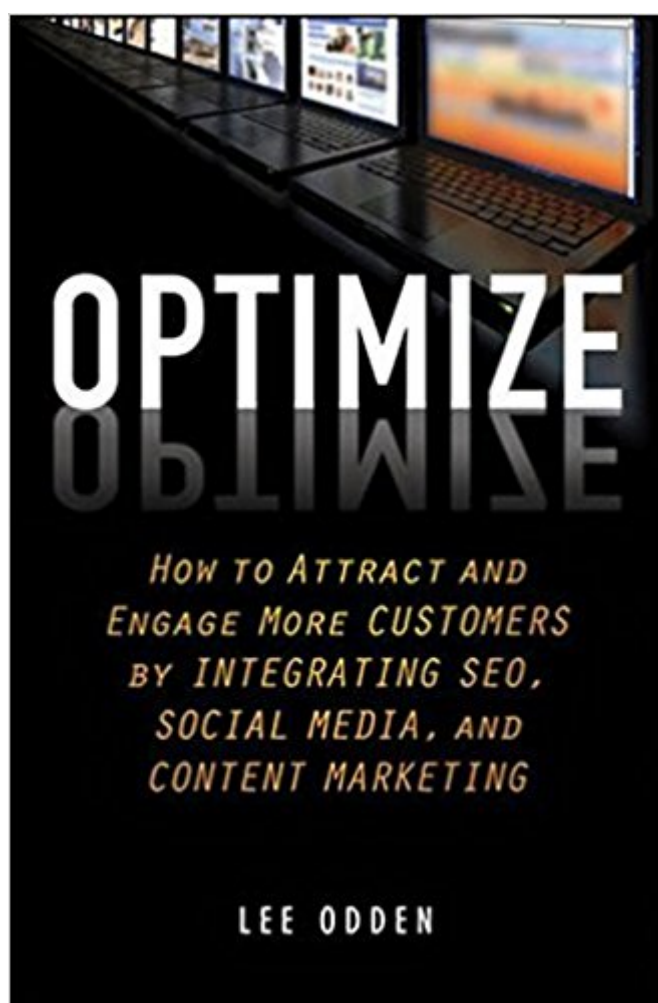


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# Optimize: How To Attract And Engage More Customers By Integrating SEO, Social Media, And Content Marketing



## 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

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## Customer Reviews

Imagine the last time you purchased something online. Did you look for it via a search engine? Or maybe a friend recommended a review on a social network? Every 60 seconds there are over

690,000 searches on Google and nearly as many updates on Facebook. With Google search becoming social through Google+, the worlds of search and social media are now inseparable. For businesses to succeed online, it's essential to optimize search and social media content to attract, engage, and inspire customers to buy. Optimize gives you a practical approach to integrating search and social media optimization with content marketing to boost your relevance and visibility for potential customers. Companies large and small should grasp how customers find and seek out resources, the content topics and formats that motivate them, and the social media platforms and tools they use to engage with one another and recommend things. Optimize offers a proven customer-centric and adaptive online marketing strategy that incorporates the best of content, social media marketing, and search engine optimization tactics. This book will help you to:

- Understand the changing nature of consumer preferences and behaviors with search, social media, and content
- Explore optimized content marketing tactics from personas to topics to content planning and measurement
- Determine which creative tactics will provide the best results for your company
- Implement search and social optimization holistically in your organization
- Measure the business value of optimized and socialized content marketing
- Develop guidelines, processes, and training to scale online marketing success
- Make sure your SEO, social media, and content marketing efforts are seamlessly integrated. Achieve an optimized state of mind

and help your brand become the most relevant solution for your product category, no matter what path your customer takes.

Praise for OPTIMIZE "Blending the gears and guts of search with the passion and artistry of content is a brilliant move. If I were lazy, I could cheat and use Lee Odden's book as my road map for this coming year's business." â "CHRIS BROGAN, President, Human Business Works, and New York Times bestselling coauthor of Trust Agents "Content, search, and social are like the Three Musketeers of Marketing. Optimize shows you howâ "in very specific, measurable waysâ "you can put them to work for your business." â "ANN HANDLEY, Chief Content Officer, MarketingProfs, and coauthor of Content Rules "Optimize is a manifesto for how to think about your business and your life in today's always on, always sharing world we live in, as well as a guide for putting practical social media and content marketing advice into action." â "JOHN JANTSCH, author of Duct Tape Marketing and The Referral Engine "Lee Odden has unparalleled insights that teach professionals not just the 'why' of a holistic digital approach, but actually 'how' to maximize the ROI and engagement value of their SEO, content, and social media campaigns. His deep expertise and the practical, easy-to-understand steps included in Optimize make it a must-read!" â "MELANIE MITCHELL, SVP, Search Marketing Strategy, Digitas "Content marketing has been a hot subject

recently, but what good is your content if no one can find it? Odden takes a methodical and thorough approach to this important aspect of content marketing. Whether you're from an agency or a brand, you hold in your hands the playbook you'll need to run an effective program." â "SCOTT MONTY, Global Digital & Multimedia Communications Manager, Ford Motor Company "Lee Odden understands better than just about anyone that content, social media, and SEO are all part of one continuum when it comes to effective online marketing. Now with Optimize, he spells it all out for you, clear as a bell. Read this book before your competition does." â "BRIAN CLARK, founder and CEO, Copyblogger Media

Optimize by Lee Odden has been the primary text for NSU'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. Lee's exceptional technical understanding, especially in SEO, is still relevant to much of today's Hummingbird and Panda updates.
- 5) But more than just technical recommendations, Optimize is written for the experienced marketer struggling with putting the pieces together of a complex content marketing exercise. This includes detailed explanations of how to apply research behind buyer personas, their pain points and their buying stages to their content needs and social/search behaviors.
- 6) Each chapter ends in a series

of summaries and critical thinking exercises.

Lee Odden is one of my favorite marketing gurus in the industry, so I enjoyed this book. I'm responsible for managing digital campaigns, social media and SEO, so I have my hands full and I'm constantly learning. This was a great addition to my library.

This was a book required for e-commerce class I took at ASU. Anyone who wants to know about e-commerce should read this book it is a very practical book. I plan on keeping this book as a reference when I start working. The information presented was current and relevant for today's e-commerce sites.

I have been following Lee's writing for a good time now, his perspectives and knowledgeable online marketing insights have always amazed me. When I first heard about his book I thought it would basically be a compilation of the best of his Top Rank Blog writing, and I am delightfully surprised to say that there is a plethora of new and useful content. Readers new to the world of social media and search engine marketing would find it a useful source that is understandable and easy to follow. The book was jam-packed full of step by step guides on how to create an integrated online marketing plan and each chapter includes an action item list that makes it all more digestible. So should you read this? Although some readers will only find the content good for those people who are just approaching the techniques described (content curation and creation, seo, keyword research, audience segmentation) I would strongly recommend it to those more experienced professionals who regardless of their knowledge are lacking a clear path of action, this book would definitely be a good course on what to do. After all, one thing is to say you know something and other totally different is to actually do it in an efficient and effective way.

Was a great book to read for my class about online marketing, easy to follow and had great in depth information on how to progress my online business.

I first started following Lee's writing on his blog [...] I have been fascinated by the intersection of SEO, content marketing and the social signals that are impacting it all. I discovered Optimize and ended up reading it end to end over two days. Holistic is what he calls it. What I like most about the book is that it is written in linear fashion, outlining and clarifying the issues that plague a more myopic view of SEO and content marketing. It drills home the importance of research. The various

audits required to establish a baseline. Then delves into the tactics of customer discovery. How and why you should get to know your customers intent all along the buying cycle. Once you have a better understanding of your customer, you can start to dial in you key phrases that represent the mix of reasons your customers search. This is a perfect approach. One that I recommend to my clients. I wont spoil the book because there is so much common sense in it. SEO has evolved and now encompasses all the ways that content gets found, consumed and shared on the internet. The best marketers know that, and those that don't will continue to pay others for the customers they could earn. Buy the book, you wont be sorry. For full disclosure, I was so inspired by the book, I contacted Lee to do an interview to share with my audience. Here's a link to the post that I wrote after the interview. [...]

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