

CONTENT MARKETING MADE EASY

Build Your Audience Online with Books, eBooks, and Information Products

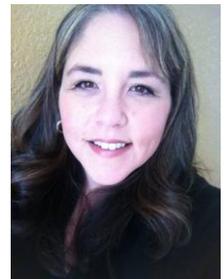
In today's fast-paced world, social media networks are flooded with noise, and companies are struggling to find new ways to build an audience and keep them engaged. One fact that hasn't changed: people want solutions that rise above the noise. They want useful information that makes good use of their time and solves their needs and challenges. In this content-rich presentation, you will learn how to build a loyal audience by distributing information products including books, ebooks, special reports, audio programs, videos, workbooks, whitepapers, webinars, and teleseminars.

You will also learn how to:

- ◆ Incorporate information products into a more effective social media strategy
- ◆ Attract online publicity opportunities
- ◆ Produce better results with email marketing (it's not dead—it's simply broken for a lot of companies)
- ◆ Conduct giveaways and promotions that get results
- ◆ Increase website traffic and overall audience response
- ◆ Generate compelling product ideas

If you're frustrated with your online marketing strategy, this presentation will help you develop a new plan for turning information into clients!

Stephanie Chandler is the author of nine books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers and NonfictionWritersConference.com, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek*, *Inc.com*, and *Wired* magazine. For author and speaker information, visit StephanieChandler.com.



NonfictionAuthorsAssociation.com | NonfictionWritersConference.com | StephanieChandler.com
Stephanie@StephanieChandler.com | 11230 Gold Express Drive #310-413 | Gold River, CA 95670 | 877-800-1097
[@bizauthor](https://www.facebook.com/bizauthor) & [@nonfictionassoc](https://www.facebook.com/nonfictionassoc) | [Facebook.com/AuthorStephanieChandler](https://www.facebook.com/AuthorStephanieChandler) &
[Facebook.com/NonfictionAuthorsAssociation](https://www.facebook.com/NonfictionAuthorsAssociation)