

# CONTENT MARKETING MADE EASY

Grow Your Audience and Profits with Proven Strategies that Get Results

In today's fast-paced world, social media networks are flooded with noise, and companies are struggling to find new ways to build their audience and keep them engaged. One fact that hasn't changed: people want solutions. They want information that makes good use of their time and solves their needs and challenges. In this content-rich presentation, you will learn how to:

- ◆ Incorporate information products into a more effective social media strategy
- ◆ Produce better results with email marketing (it's not dead—it's simply broken for a lot of companies)
- ◆ Conduct giveaways and promotions that generate buzz
- ◆ Increase website traffic and overall audience response
- ◆ Generate compelling content ideas to engage your audience

Loaded with real-world examples, this presentation will inspire fresh ideas you haven't heard anywhere else. Join us and learn how you can develop a new plan for transforming information into profits!

---

**Stephanie Chandler** is the author of nine books including *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*. Stephanie is also founder and CEO of [Nonfiction Authors Association](#), a vibrant educational community for experienced and aspiring writers and the [Nonfiction Writers Conference](#), 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.

