

Build Your Online Marketing Plan:

Content Marketing Strategies to Increase Website Traffic and Grow Your Business

In this content-rich presentation, Stephanie Chandler shares proven content marketing strategies that you can use to build an audience of customers online. You will learn how to:

- ◆ Identify and attract your ideal audience
- ◆ Optimize your website—your most important marketing tool
- ◆ Leverage blogging to increase site traffic and boost sales
- ◆ Get visibility with internet media sources
- ◆ Use the most effective content marketing strategies available
- ◆ Build a loyal base of mailing list subscribers
- ◆ Get booked as a guest on podcasts and internet radio shows
- ◆ Produce and promote videos, webinars, and teleseminars
- ◆ Utilize Facebook, Twitter, LinkedIn, and Pinterest—all without a major time commitment (really!)

With so much competition, it is critical to build a marketing plan that leverages the many opportunities available online. Whether you've been in business for years or you're just getting started, a plan that includes effective content marketing strategies can have a dramatic impact on your bottom line.

Stephanie Chandler is the author of ten 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 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.

