



The Beginner's Guide to Content Marketing for Small Businesses

Matt Mansfield

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Content marketing is the hottest way to promote your small business online today because content such as blog posts, videos, infographics and updates to social media sites like Twitter, Facebook, and Pinterest can:

- Drive targeted traffic to your website month-after-month,
- Cost less than traditional online marketing thanks to its super long-lasting return on investment, and
- Build the authority, goodwill and trust that leads to sales.

Sounds great, right? But how can you be sure that content marketing is a good fit for your small business and, if it is, how do you get started? This book will help you answer these questions and more by:

- Quickly bringing you up to speed on the essentials of content marketing so you can decide if it's a good fit for your business;
- Teaching you the content creation basics you need to get started while helping you overcome common obstacles; and
- Supporting your ongoing content marketing efforts by showing you how to hire help and with free access to a growing collection of online resources.

Ready? Let's get started.

"When it comes to finding customers online, content is king. Matt's book will help your business take the throne."

- Justin Amendola, Head of Global SMB MarComms, Facebook

"If you've been thinking about using content marketing, but haven't quite gotten to it or if you're not quite sure about jumping into content marketing and need some additional insight, "The Beginner's Guide to Content Marketing for Small Businesses" is a great first step that will get you going in the right direction."

- Small Business Trends book review (<http://smallbiztrends.com/2014/06/beg...>)

"If you're looking for targeted online traffic full of customers who are ready to take action, Matt's book is a great place to start. I can't wait to share it with my small business audience!"

- Melinda Emerson, SmallBizLady, Forbes #1 woman for entrepreneurs to follow on Twitter

"Matt Mansfield has written a book about content marketing that any small business owner can understand and implement."

- Marcus Sheridan, President, The Sales Lion

The Beginner's Guide to Content Marketing for Small Businesses Details

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From Reader Review The Beginner's Guide to Content Marketing for Small Businesses for online ebook

Amy says

The font size for the text and the titles were too big as well as too similar. It bothered my eyes quite a bit. The book has some great information, but I also felt like something was missing. I would've loved to see some graphs, charts, or images in general to demonstrate the text. It would've helped to break up this book some.

Laura Petrolino says

The Beginner's Guide to Content Marketing for Small Business is an easy to read and comprehensive guide that directly targets the common needs and concerns of the small business owner. Matt breaks the content marketing process down into easily digestible bits to help lead even the most digitally confused small business owner through how to make content marketing work for them and their business.

Rachelima says

Great introduction to world of Content Marketing. Lots of good information, but even more to think about!

Barbara says

This terrific book was a giveaway from goodreads.com...thanks again.

My family...me, my son, and daughter-in-law would like to start our own small business. When I won this book I read thru it for about 3 days and then I handed it over to the big brain...my son. With highlighter in hand my son started to read what he said was an easy book full of ideas that were perfectly suited to our idea for a small business. There is no question in our minds that this excellent book will help start us off and help us maintain a successful small business. Thank you Matt Mansfield!!!
