



# Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy

By *Rebecca Lieb*

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Content, in all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. *Content - The Atomic Particle of Marketing* goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of interviews with senior marketers at some of the world's leading brands.

Written by a recognised industry thought-leader, *Content - The Atomic Particle of Marketing* explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It demonstrates the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels.

It will enable readers to make the organizational, staffing, tools and process decisions necessary to get content up and running across divisions and organizational silos. Deeply researched and insightful, *Content - The Atomic Particle of Marketing* is, quite simply, the definitive research-based guide to content marketing.

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**Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy** By *Rebecca Lieb* **Bibliography**

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### Editorial Review

#### Review

"There is a reason so few companies get content marketing strategy right: It's hard. This book, however, is just what everybody have been waiting for. It's insightful, intelligent, inspiring, structured and generous - just like Rebecca Lieb herself. If you only have time to read one book this year - choose this one!" (*Jesper Laursen, CEO at Brand Movers*)

"In deconstructing marketing to the atomic level, Rebecca Lieb has penned an essential guide to forces that are continually reshaping how businesses attract and retain customers. Professionals at all levels will learn from her frameworks, formulas, and countless examples that elucidate both the science and art of content marketing." (*David Berkowitz, Chief Strategy Officer, Sysomos*)

"The high priestess of digital marketing and media, Rebecca Lieb channels her wisdom into the most comprehensive book on the complex topic of content marketing. *Content: The Atomic Particle of Marketing* is the strategic big-bang marketers can't afford to miss." (*Jason Miller, Global Content Marketing Leader, LinkedIn Marketing Solutions*)

"If content is the atomic particle of marketing, Rebecca is a quantum physicist. She has, once again, deftly articulated the imperative for content as a strategic function in the enterprise. If you're looking for the foundational elements of a content marketing strategy, you can stop. You've found it here." (*Robert Rose, Chief Strategy Advisor, The Content Marketing Institute*)

"Content strategy has become marketing's darling, and with its arrival comes a chorus of pundits and gurus attempting to define it and counsel brands mired in overwhelm and confusion. Out of that chaos comes Rebecca Lieb's clear, lucid and logical voice. To understand content marketing bottom-up, top-down, and inside-out, read this book." (*Stephanie Losee, Head of Content, Visa*)

"The majority of global marketers have no discernible content marketing strategy. With this book, they have no more excuses." (*Joe Pulizzi, Founder, Content Marketing Institute and author of Content Inc. and Epic Content Marketing*)

"*Content: The Atomic Particle of Marketing*, should be required reading for any role with a 'C' in their acronym. Rebecca's book will absolutely weaponize you with frameworks and industry examples to support successful integration of content marketing and strategy into your growth and transformational activities. It will help you rise above the noise and deliver real relevance to real people, in support of goals and objectives, at scale, globally. No one surpasses Rebecca's breadth and depth of understanding of content as practiced today." (*Carlos Abler, Content Marketing Strategy Leader, 3M*)

"Rebecca Lieb is a rare sane voice in an industry noisy with hype. *Content: The Atomic Particle of Marketing* simultaneously cuts through the B.S. and teaches marketers exactly how they need to think to succeed in content. In a word, it's brilliant." (*Shane Snow, co-founder of Contently*)

"This is a must-read book for anyone working with content marketing - old pros as well as beginners. Rebecca Lieb provides us with useful insights and tools on everything from strategy and processes to distribution and measurements. The book makes for both an inspiring read and a practical guide to keep

handy." (*Pontus Staunstrup, Content marketing strategist, Staunstrup*)

"From understanding the importance of-and difference between-Content Strategy and Content Marketing Strategy to Real-Time and Contextual Marketing, *Content: The Atomic Particle of Marketing*, is a manifesto for how to succeed with content marketing now-and into the future with the IoT and artificial intelligence. I love the way Lieb connects the dots!" (*Ardath Albee, author of Digital Relevance*)

**From the Inside Flap**

*Rebecca Lieb understands what so many marketers and business leaders are struggling to grasp in today's digital world - that content is the only way to find new customers, but also to retain employees, and build business success. Content is so central to business growth today that it truly is the "atomic particle" of marketing and innovation.*

**Michael Brenner, globally-recognized keynote speaker, author of *The Content Formula*, and CEO of Marketing Insider Group**

*From understanding the importance of--and difference between--Content Strategy and Content Marketing Strategy to Real-Time and Contextual Marketing, Content: The Atomic Particle of Marketing, is a manifesto for how to succeed with content marketing now--and into the future with the IoT and artificial intelligence. I love the way Lieb connects the dots!*

**Ardath Albee, author of *Digital Relevance***

*Leave it to Rebecca to break down the opportunity and the barriers to success with such clarity and organization. Start with the fact that she is so immersed in this emerging marketing domain, she is able to comprehend the totality of what the marketing industry needs to do. Then couple it with the lens on making this useful to all practitioners from novices to experts, and you have the recipe for a great read.*

**Andrew Markowitz, advisor and former General Manager of Global Marketing at GE**

*In deconstructing marketing to the atomic level, Rebecca Lieb has penned an essential guide to forces that are continually reshaping how businesses attract and retain customers. Professionals at all levels will learn from her frameworks, formulas, and countless examples that elucidate both the science and art of content marketing.*

**David Berkowitz, Chief Strategy Officer, Sysomos**

*As a veteran content marketer constantly looking for the best insights in the industry, I've always found immense value in Rebecca's unique point of view. She is at the forefront of latest trends and opportunities in content marketing. Her insight goes well beyond observation--and gets into the tangible application of her cutting-edge research and how it can drive your efforts as content marketer to new levels."*

**Luke Kintigh, Head of Publishing, Intel iQ**

*Rebecca Lieb is a rare sane voice in an industry noisy with hype. Content: The Atomic Particle of Marketing simultaneously cuts through the b.s. and teaches marketers exactly how they need to think to succeed in content. In a word, it's brilliant.*

**Shane Snow, co-founder of Contently**

Long ago Rebecca Lieb was our editor at ClickZ. We built a great business based on content marketing and Rebecca helped us along the way. In these days of newly minted content marketing "experts" it's refreshing to read a comprehensive guide for someone who has the credentials and pedigree of an expert. We recommend you read this book. It's truly the definitive guide to content marketing strategy.

**Bryan & Jeffrey Eisenberg**

**BuyerLegends.com, authors of *Be Like Amazon: Even A Lemonade Can Do It* and *New York Times* bestsellers *Call To Action* and *Waiting For Your Cat To Bark?***

*Rebecca Lieb is a masterful people, trends, and ideas that move marketing forward. With Content: The Atomic Particle of Marketing, she makes the content marketing revolution easy-to-understand and impossible to deny.*

**Jeffrey K. Rohrs - CMO, Yext & author of *AUDIENCE: Marketing in the Age of Subscribers, Fans &***

## **Followers**

### **From the Back Cover**

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### **- Stephanie Losee, Head of Content, Visa**

*The high priestess of digital marketing and media, Rebecca Lieb, channels her wisdom into the most comprehensive book on the complex topic of content marketing. This book is the strategic Big Bang that marketers can't afford to miss.*

### **Jason A. Miller, Global Content Marketing Leader, LinkedIn Marketing Solutions**

*The majority of global marketers have no discernable content marketing strategy. With this book they have no more excuses.*

### **Joe Pulizzi, Founder, Content Marketing Institute, and author of *Content Inc* and *Epic Content***

*The one-stop guide to everything that you need to know to be successful at content marketing.*

### **Charlene Li, Principal Analyst, Altimeter, a Prophet Company, and author of *The Engaged Leader* and *Open Leadership*, co-author of *Groundswell***

## **Users Review**

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#### **Wanda Matthews:**

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**Janice Hayes:**

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