

## The Elements Of Content Strategy Erin Kissane

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### The Elements Of Content Strategy

"The Elements of Content Strategy" provides strategists, copywriters, creative directors--anybody in the content chain--with keen insights, both conceptual and nuts and bolts stuff. As for being "hard to read" as one reviewer wrote, well, every industry has its jargon and abstract ideas.

### The Elements of Content Strategy (Brief Books for People ...

This brief guide explores content strategy's roots, and quickly and expertly demonstrates not only how it's done, but how you can do it well. A compelling read for both experienced content strategists and those making the transition from other fields. Contents. Basic Principles (Read this chapter online) The Craft of Content Strategy

### A Book Apart, The Elements of Content Strategy

Ironically, I found this primer on content strategy, The Elements of Content Strategy by Erin Kissane, lacking in both content and strategy. Moreover, what made it hard to get through even such a short book was the dry prose. Even for someone who is very interested in content - online and otherwise - this was just too boring, I am sorry to say.

### The Elements of Content Strategy by Erin Kissane

Do you know the essential elements in your content strategy? Developing quality content is so much more than just having an epiphany and creating a blog post, YouTube video or podcast episode. There's a lot of back-end work that needs to happen before you decide on a topic and create the content. Know what your goals are

### 8 Essential Elements of Content Strategy

The types of content your buyers prefer. The best format to convey your content and messages. What the content must achieve (i.e attract website visitors, convert leads, shorten sales cycle) What you have the resources and budget to produce. 3. Distribution and promotion channels.

### 5 Essential Elements of a Content Strategy for Digital ...

Read The Elements of Content Strategy by Erin Kissane online. Explore content strategy's roots, and quickly learn not only how it's done, but how you can do it well. Contents. Buy the book. Erin Kissane The Elements of Content Strategy. Read for free. About This Book. Content strategy is essential. ...

### The Elements of Content Strategy — A Book Apart

Your content team shouldn't have to operate in a silo: bring in diverse voices — your head of communications, customer marketing, product marketing, and senior marketing management — and ensure they're aligned with your strategy, particularly if your content team is operating as a 'service' function for other parts of the organization.

### The 11 Essential Elements of a Content Marketing Strategy ...

2THE ELEMENTS OF CONTENT STRATEGY • Prevents web projects from being derailed by the often major delays caused by underestimating the time and effort required to produce great content. And this is only the beginning.

### The Elements of Content Strategy - Template.net

Marketing 4 Essential Components of a Good Content Strategy The latest statistics reveal that only 30% of B2B businesses believe their content marketing strategy is effective.

### 4 Essential Components of a Good Content Strategy | Inc.com

Here are the seven basic elements of a strategic plan: vision, mission, SWOT analysis, core values, goals, objectives, and action plans. Take a look.

### 7 Elements of a Strategic Plan - The Balance Careers

Elements of Content Strategy model Erica Kissane's (free to read) book Elements of Content Strategy describes another model. It outlines the qualities of good content. The implication is that your content strategy should support the creation of content that meets these criteria.

### What is Content Strategy? | Distilled

Appropriate in its method of delivery, in its style and structure, and above all in its substance. Content strategy is the practice of determining what each of those things means for your project—and how to get there from where you are now. Right for the user (and context) Let us meditate for a moment on James Bond.

### Chapter 1 — Basic Principles The Elements of Content Strategy

The elements of content strategy Item Preview remove-circle ... This brief guide explores content strategy's roots, and quickly and expertly demonstrates not only how it's done, but how you can do it well. A compelling read for both experienced content strategists and those making the transition from other fields.--Back cover

**The elements of content strategy : Kissane, Erin : Free ...**

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**Amazon.com: Customer reviews: The Elements of Content ...**

Done Well, Content Strategy Helps companies understand and produce the content their audience needs Allows development of realistic, sustainable, and measureable publishing plans for the long term Cuts costs by reducing redundant publishing efforts

**The Elements of Content Strategy - Derek Knox**

A strategy consists of an integrated set of choices. These choices relate to five elements managers must consider when making decisions: (1) arenas, (2) differentiators, (3) vehicles, (4) staging and pacing, and (5) economic logic.

**The Five Elements of Strategy - GitHub Pages**

Get this from a library! The elements of content strategy. [Erin Kissane] -- Content strategy is the web's hottest new thing. But where did it come from? Why does it matter? And what does the content renaissance mean for you? This brief guide explores content strategy's ...

**The elements of content strategy (Book, 2011) [WorldCat.org]**

The Book in a Nutshell: Content strategy is a discipline that stems from a family of fields including marketing, editorial, and curation, and requires analytical, organizational, and creative skills to successfully execute. And that good content is supported, meaning there is are kissahe and resources in place to correct, update and improve it.

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