

Content Marketing



The old days of single direction, push-out marketing are gone. Today's customers are savvy and adept at avoiding or tuning out marketing messages. **Content marketing** attracts customers and prospects to interact with your brand by delivering useful and engaging content that makes their lives better in some way. The greater the value you deliver, the greater the attraction and loyalty to your brand. As new channels emerge, the need for content development and content management become increasingly important.

Using the latest research and best practices, we will help you choose a unique blend of *content marketing* tools to tell your story, grow your audience and convert them into customers.

What people are saying

"Annie Teich is an exceptional leader and was a mentor to me when I started in educational publishing. It is rare to find such a wide array of talents in one individual. Annie has a proven track record in magazine audience development, has personally sold millions of dollars in advertising and has trained, led and inspired advertising sales teams, is an exceptional writer, and managed the p&l's for multi-million dollar businesses. Annie's leadership style inspires trust and loyalty which drives her team-ensuring her success and company success. Annie Teich is simply one in a million."

Anne C. Sumpter, Publisher, Learning Magazine