



## Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter To You (Hardback)

By Hall

McGraw-Hill Education, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. A game-changing framework for staying top of mind with your audience?from the No. 1 company dominating content marketing What do many successful businesses and leaders have in common? They re the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It s the winning approach John Hall used to build Influence Co. into one of America s Most Promising Companies, according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals: - how consumer needs and expectations have changed and what this shift means for you - how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you - proven methods for using digital content to enrich your...



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