



# Get Content Get Customers: Turn Prospects into Buyers with Content Marketing

*Joe Pulizzi, Newt Barrett*

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## **Connect to customers with compelling content!**

The rules of marketing have changed. Instead of loud claims of product superiority, what customers really want is valuable content that will improve their lives. *Get Content Get Customers* explains how to develop compelling content and seamlessly deliver it to customers— without interrupting their lives.

It's the new way of marketing, and it's the only way to build a loyal, engaged customer base.

“Pulizzi and Barrett have taken integrated marketing communications to the next level.... Every marketer, large or small, can use this text to build better ongoing customer relationships.”

—**Don Schultz, Professor Emeritus-in-Service, Integrated Marketing Communication, Northwestern University**

“Defly navigating the worlds of PR, advertising and marketing, Joe and Newt prove that the real secret to great marketing is not a brilliant tagline, but creating compelling and useful content.”

—**Rohit Bhargava, Senior Vice President of Digital Marketing, Ogilvy 360 Digital Influence, and author of *Personality Not Included***

“*Get Content Get Customers* provides a play-by-play for any marketer who is serious about breaking away from the pack.”

—**Greg Verdino, Chief Strategy Officer, Crayon, LLC**

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