

# Contents

Foreword v

Preface vii

Acknowledgments xi

## PHASE 1: PLANNING

**Chapter 1** Setting the Stage for an Optimized State of Mind 3

**Chapter 2** Journey: Where Does Optimize and Socialize Fit in Your Company? 15

**Chapter 3** Smart Marketing Requires Intelligence: Research, Audit, and Listen 25

**Chapter 4** In It to Win It: Setting Objectives 39

**Chapter 5** Roadmap to Success: Content Marketing Strategy 51

**PHASE 2: IMPLEMENTATION**

- Chapter 6** Know Thy Customer: Personas 65
- Chapter 7** Words Are Key to Customers: Keyword Research 75
- Chapter 8** Attract, Engage, and Inspire: Building Your Content Plan 99
- Chapter 9** Content Isn't King, It's the Kingdom: Creation and Curation 115
- Chapter 10** If It Can Be Searched, It Can Be Optimized: Content Optimization 127
- Chapter 11** Community Rules: Social Network Development—Don't Be Late to the Social Networking Party 157
- Chapter 12** Electrify Your Content: Promotion and Link Building 175
- Chapter 13** Progress, Refinement, and Success: Measurement 195

**PHASE 3: SCALE**

- Chapter 14** Optimize and Socialize: Processes and Training 211
- Chapter 15** Are You Optimized? 225

**About the Author 231**

**Notes 233**

**Index 239**