



# Content Chemistry: An Illustrated Handbook for Content Marketing

*Andy Crestodina*

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## **Content Chemistry: An Illustrated Handbook for Content Marketing** Andy Crestodina

The result of thousands of conversations about web marketing with hundreds of companies, this handbook is a compilation of the most important and effective lessons and advice about the power of search engine optimization, social media, and email marketing. The first and only comprehensive guide to content marketing, this book explains the social, analytical, and creative aspects of modern marketing that are necessary to succeed on the web. By first covering the theory behind web and content marketing and then detailing it in practice, it shows how it is not only critical to modern business but is also a lot of fun.

## **Content Chemistry: An Illustrated Handbook for Content Marketing Details**

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## **From Reader Review Content Chemistry: An Illustrated Handbook for Content Marketing for online ebook**

### **James says**

An approachable overview of web communications outreach, extending from email and social strategies to keyword optimization and SEO boosts. I think it would be especially valuable for managers trying to wrap their heads around the different platforms and content types they can harness.

Caveats: the keyword emphasis seems more a tactic than a strategy, one that could founder as Google tweaks their search algorithm. I also think some of the content suggestions--particularly the BuzzFeed-esque odd-numbered lists--can be tired and even spammy in the wrong hands.

But there's some good advice here, and many organizations would benefit from putting a selection into practice.

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### **Jenna says**

Scanned is more like it. It didn't turn out to be what I was looking for or needing, but it's a good one to have on my reference shelf.

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### **Erin says**

Crestodina's book is excellent, both in terms of making a person think and in giving that person actions to take to improve his or her content marketing.

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### **Jeff Judge says**

Great beginner's guide to understanding content marketing and how marketing has evolved over time. I'd definitely recommend anyone new to (or interested in) web, email or social marketing give this a read.

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