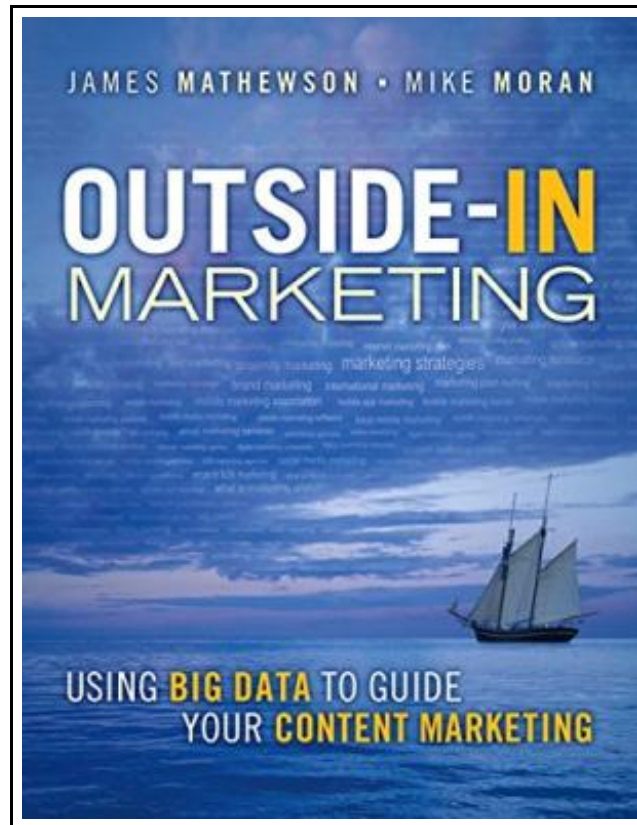


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Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Outside-In Marketing: Using Big Data to Guide Your Content Marketing, James Mathewson, Mike Moran, Marketing has always been about "me": my brand, my product, my company. But "inside-out" marketing no longer works: your customers simply won't tolerate it anymore. You need to transform your marketing to "outside in." Every message you deliver must engage, fascinate, and motivate the right audiences, because you start and finish with what they already care about. Your marketing itself must provide value to customers -- whether they buy today, next month, or far into the future. How do you know what messages will do that? How do you get those messages past tough new digital gatekeepers? You start here, with Outside In Marketing. Two world-renowned digital marketing thought leaders will show how to integrate content marketing with Big Data to deliver exactly the right messages to exactly the right customers and influencers. IBM's James Mathewson and Converseon's Mike Moran reveal how to make the most of today's Big Data algorithms to shape your messages and get them past Google and Facebook. You'll find up-to-the-minute practices, techniques, recommendations, guidelines, and metrics for mining the language your customers already use, so you can engage them on their terms, with their words. Mathewson and Moran show how to: * Go beyond "guess and hope" to transform your marketing practices, campaigns, and channels with Big Data * Recognize how Google uses natural language processing, machine learning, and data analytics "against" you - and overcome the obstacles they create * Infuse search and social data into product development from its very inception, so you can tightly align your offerings with customer needs * Measure campaign results more accurately, and feed metrics right back into practices for iterative improvement * Discover exactly...



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