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onto existing ones. This book ...

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To make money from content marketing, you first need to spend money and time. If you have a decent amount of traffic visiting your website and following your social media pages, then with content

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marketing you can try and turn those visitors into customers (it's not that easy but this is the theory).

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Customer reviews and content marketing is just getting started, but watch the momentum pick up swiftly.

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Companies are desperate to add relevancy (and frankly, effectiveness) to their content marketing. If they can do so by embedded actual customer feedback, they absolutely will do so. And being able to make it work in video is a huge bonus.

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you'll immediately witness the benefits  
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unresponsive subscribers prioritizes  
active ones who tend to click through  
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want to read it, and are willing to pay money to have access to it. Conclusion. Gaining new customers doesn't have to be a painstaking process. Nor, as we've learned, does it have to be an ...

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into your B2B content marketing plan are: Get a holistic view and understanding of your client's business. Map out a clear and distinct product/service journey for your customers. Strive to educate prospects, leads, and customers with informative and insightful content.

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Marketing  
YouTube videos. (And that's just a few  
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## **10 Ways to Attract More Clients with Content Marketing**

Not necessarily. There are times when you need to turn down a client. This will usually be a new client you haven't worked with before, but sometimes it

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may be a long-standing client. Saying no to a client can be scary. In business, it can feel as though we're crazy to turn down paid work because there's no guarantee more will be there ...

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