



*“If you can’t create a successful, multi-faceted content program for your company after reading CONTENT IS CURRENCY, you’re just not trying hard enough. It’s a definitive, detailed guide on the realities of making content drive business results. Bravo, Jon Wuebben!”*

**--Jay Baer, Co-Author, *The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social***

*“If you want answers to why and how to operationalize content marketing within your business, read this book!”*

**--Joe Pulizzi, founder, Content Marketing Institute**

*“Content rules the web. Producing content is easy. Producing effective content is not. In CONTENT IS CURRENCY Jon Wuebben leads the reader through the what, why, and how of creating effective content in an engaging way. Large businesses, medium business, all business should read this book. This is not a volume that is going to gather dust on your shelf; this is a resource you will return to again and again.”*

**--Simon Salt, CEO, IncSlingers**

*“Social media and content are connected at the hip. If you do nothing but implement Wuebben’s chapters on social media optimization and blogging, you’ll be light years ahead of your competitors.”*

**--Michael A. Stelzner, founder of SocialMediaExaminer.com, and author, *Launch***

# **CONTENT IS CURRENCY:**

## **Developing Powerful Content for Web and Mobile**

**BY JON WUEBBEN**

Great web content can be the key that takes a business from micro to macro, says Jon Wuebben in his latest book, **CONTENT IS CURRENCY: Developing Powerful Content for Web and Mobile** (Nicholas Brealey Publishing; January 2012; \$29.95). Wuebben describes customer-grabbing content that tells the story of a product or business, how to optimize it for search and social media, and the roadmap to marketing success.

“Content marketing is the lynchpin of all successful online business endeavors,” says Wuebben as he explains the fine art of content development by using the latest Search Engine Optimization (SEO) and Social Media Marketing (SMM) techniques and provides the tools and strategies that will get online content noticed. He discusses content on the Web, including web sites, blogs, podcasts, videos, webinars, widgets, case studies, e-books, white papers, social media, email,

newsletters and auto-responders. And he leaps with the reader into the 21<sup>st</sup> century on a journey to understand the latest innovation – content for mobile devices.

Drawing on the latest research, ideas and case studies in content marketing, Wuebben lays out his Steps to Content Success:

- **Discover** who your customers are and what will solve their problem
- **Develop** consistent, relevant content in multiple channels
- **Release** control and let your ideas spread
- **Share** your ideas and watch people link to your content
- **Grow** as people find your content through social media and search engines
- **Mature** into a trusted solutions provider in your industry
- **Increase** productivity as customers tell others about you

Required reading for businesses seeking to expand their online presence, **CONTENT IS CURRENCY** provides an insider's look at the ever-expanding technology landscape.

Jon Wuebben is the CEO of ContentLaunch, a global Web content development firm. He is also the author of **CONTENT RICH: *Writing Your Way to Wealth on the Web*** and a popular speaker on content marketing, social media strategy and entrepreneurship. He holds an MBA in international marketing from the Thunderbird School of Global Management. You can learn more at [www.contentiscurrency.com](http://www.contentiscurrency.com).

**CONTENT IS CURRENCY:  
Developing Powerful Content for Web and Mobile**

Nicholas Brealey Publishing; January 2012

264 pages; \$29.95

ISBN: 978-1-85788-573-6