



# Powering Content: Building a Nonstop Content Marketing Machine

*Laura Busche*

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**Powering Content: Building a Nonstop Content Marketing Machine** Laura Busche

Digital content marketing affects the way consumers behave: better content marketing not only means better sales, but also a connection to the customer that's different and more personal than ever before. Don't just make great product, reach your customers, and sell it.

*Powering Content* is a playbook for both independent and corporate content hackers that walks you through the entire content production process—from discovery to distribution to reporting. You'll learn the hacks that enable content powerhouses to thrive.

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