



Digital Relevance: Developing Marketing Content and Strategies that Drive Results

By Ardath Albee

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Pushing out content in the digital world is no longer enough... the content you create must have meaning and relevance for your intended audience. Unfortunately this is not always the case with most companies.

With complex sales cycles often extending into years, maintaining long-term relevance requires both strategic planning and dynamic adaptability. *Digital Relevance* provides the techniques and advice marketers need to match content to context and respond to constantly shifting markets. Author Ardath Albee supplies the necessary tools for looking beyond the outdated campaign approach of one-off, unrelated buyer interactions. She outlines clear-cut strategies for developing customer-oriented communications, identifying the distinct value that differentiates your company, and making the shift from singular communications to a continuum approach. *Digital Relevance* also provides insights for ensuring that data and metrics are used to relate programs to the achievement of business objectives. Through engaging case studies Albee shows marketers how to create brand stories that can be used over time in order to ensure continued relevance, engagement and progression toward buying.

Adapting to a continuum approach, observes Albee, takes a shift in mindset and reinforcement to ensure it becomes a natural part of approaching marketing strategy. *Digital Relevance* responds by offering practical solutions for organically integrating this important method into your approach. Albee's 'Relevance Maturity Matrix' will help you understand the levels of transition and what it takes to move from one level to the next.

The reality of continuous change means that even if you reach mastery today, you'll have to stay on your toes to keep it. That's exactly what *Digital Relevance* prepares you to do.

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Bibliography

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Editorial Review

Review

"Indispensable! Digital Relevance is the new standard for digital marketers. It's thorough, practical, and hype-free. Highly recommended!" - Jay Baer, New York Times best-selling author of Youtility

"Ardath Albee has a unique talent for blowing away the hype and hyperbole that plagues digital marketing. Digital Relevance is an important book because it's a bright, clear call to specific action. It's packed with authority and practical strategies and told with energy and attitude." - Doug Kessler, Creative Director and Co-Founder, Velocity

"Ardath has, quite simply, done something extraordinary in this book. She has simultaneously illustrated the context of how a strategy based on creating relevant content provides competitive differentiation, while providing a step-by-step plan for how to get there. This book will, no doubt, be a well-worn companion for marketers." - Robert Rose, Chief Strategy Officer, Content Marketing Institute

"With the availability of tons of information on the web, buyers now control relationships with companies they consider doing business with. Ardath shows you how to transform your marketing to appeal to buyers and how that will grow your business." - David Meerman Scott, bestselling author of The New Rules of Marketing and PR

"Marketing is no longer thought of as arts and crafts in today's digital landscape. We have to be analytic and results-driven if we want to impact our company's bottom line. While content is the core of any inbound marketing strategy, it can also be the toughest to measure. Albee walks us through how to use content to build relationships with prospects and customers and produce real results valuable lessons for marketers everywhere." - Mike Volpe, Chief Marketing Officer, HubSpot

"This book demonstrates how lack of strategy and customer orientation are putting a strain on marketers and on our ability to produce real business results. In order to achieve a connection with our future customers, we need to create content that delivers value and meaning in a targeted way. And Digital Relevance shows us the way." - Michael Brenner, Head of Strategy, NewsCred

About the Author

Ardath Albee is a B2B Marketing Strategist and CEO of her firm Marketing Interactions, Inc. She helps companies with complex sales turn prospects into buyers with digital marketing strategies and content platforms that show them what's possible, why to embrace change and how to gain value that drives business. Ardath also authored the book eMarketing Strategies for the Complex Sale, has been voted one of the 50 Most Influential People in Sales and Lead Management for the past three years, and was selected as a 2014 Woman to Watch in B2B Marketing by FierceCMO.

Users Review

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Marilyn Daniels:

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