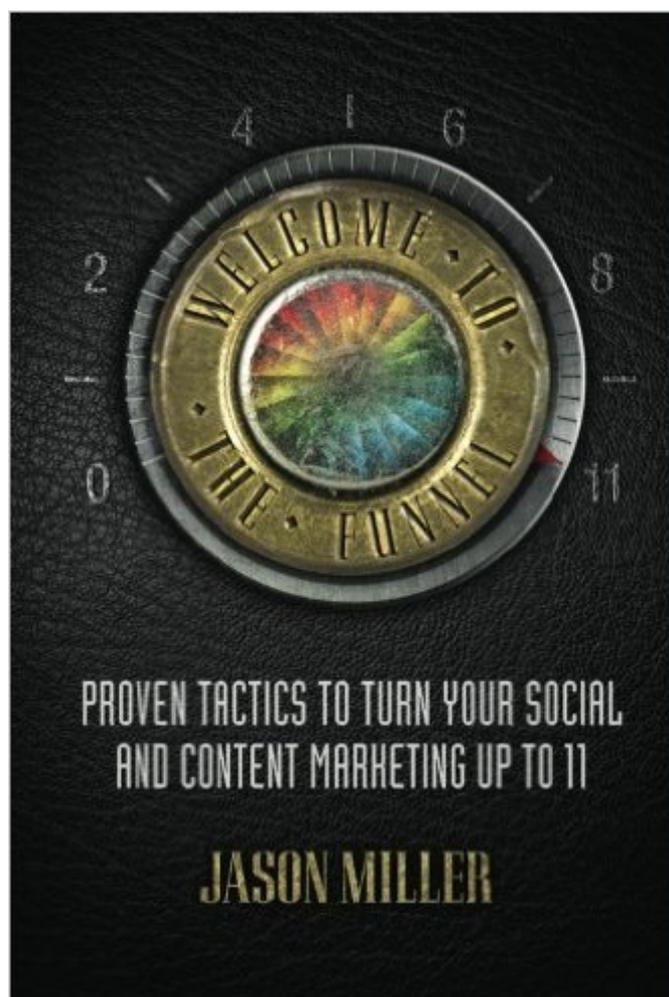


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# Welcome To The Funnel: Proven Tactics To Turn Your Social Media And Content Marketing Up To 11



## Synopsis

Raising brand awareness, building trust, establishing credibility, and ultimately driving revenue, that's what the top of the funnel is all about. It can be a marketer's "Paradise City", but without focus, it can quickly become overwhelming. The one-two punch of social media and content marketing is a vital part of any successfully integrated marketing approach. If you are not pairing these two powerhouses together then you are simply missing opportunities to grow your business. The tactics and strategies in this book have come together through a tremendous amount of research, trial and error, expert input, and real world applications. From startups to enterprise what's included here works across the board and can very quickly make an impact. Just like your favorite double album, this book is separated into four sides, each one addressing a different aspect of Content and Social:

- Content – Why marketers need to change their mentality from creating more content, to more relevant content and three practical ways to create content that delivers a face-melting return on investment.
- Social – Using social to build awareness, trust and drive high quality leads.
- All Together Now – What the future holds for content and social and what it means for marketers.
- The Credits – The essential resources you need to stay on top of trends in content and social media. No frills, no fluff, just useful, practical tactics, strategies and lessons from one modern marketer to another, with a touch of rock n roll flare.

## Book Information

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Technology > Internet & Social Media > Social Media

## Customer Reviews

Welcome to the Funnel should be the go to book for any professional involved in the demand cycle for their organization, from marketing to sales and even service. Jason Miller offers more than just insight into the changes taking place in modern marketing, he offers a rare how-to list of instructions; even listing the vendors and apps he uses to build and track success in his own career. And he does it in a way that is laugh out loud funny and inspiring. One of my favorite lines, "Writing sucks, and it's hard. The people who enjoy writing are already making a living from it, they are called authors". From SMB to Enterprise, from Marketing Specialist to CMO there is something for everyone to learn, gain and enjoy in this new marketer's handbook. — Erin Jacobs, 20 Year Member of the Marketing Nation

Length: 1:44 Mins

In case you didn't notice, the book title includes references to Guns N' Roses AND Spinal Tap. Jason Miller has a background in rock and roll, having played in hair metal bands and working in the music industry, and being a rock and roll concert photographer. He has also worked at marketing automation software giant Marketo and now works in marketing at LinkedIn. He describes his book as "Everything I have learned over the past 4-5 years pulled together with my passion for rock 'n' roll." It's an excellent book, and not just because Ann Handley wrote the forward to it. It's packed with practical tips and I don't think he recommends any content marketing or social media tactics that he hasn't already tried and tested himself. Like a great album, he divides the book into sides: side one is about content marketing and side two is about social media. The book also has a lot of great career advice for anyone who is in marketing and needs to evolve their skills as well as anyone starting out in marketing or thinking about going into that field. I really enjoyed reading "Welcome to the Funnel" and I bet you will too. And, to listen to an interview with Jason Miller about "Welcome to the Funnel," visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

Jason Miller certainly knows his content marketing, and has written an entertaining, insightful book on the topic. The content repurposing strategies alone are worth the purchase. Plus, it's well-written and a fun read.

I like this book. It has some excellent tactical ideas although slanted to organisations with resources that can be allocated to executing social and content marketing. If you are a micro or small business you may find some of the ideas difficult to cram into your already packed calendar. If you are

selective you will find value in this book.

Jason is a content marketing rockstar! It isn't because of the great content virtually every marketer has seen since he has been at Marketo and LinkedIn (and he had the metrics to prove it), but because of how he breaks down every detail needed to have an amazing content "road show." Jason shares how to get your content produced, how to make it stand out from the noise, how to make sure it is getting shared and how to measure its success. If you are looking to amplify your content marketing success your team must read this book.

Plain and simple, I was blown away. The approach of how this book delivers the path to success is unparalleled and explains, in specific detail, what you need to know in order to turn your social and content marketing up to 11. Welcome to the Funnel is the most comprehensive walk-through of exactly "what you need to know and how to do it" I have read in the social and content marketing space. I highly recommend adding this to your "greatest hits" collection of rock 'n' roll content awesomeness.

I wish this book had a different title. I do the marketing for a number of small businesses. This book offered suggestions for large businesses, who specifically want to sell some sort of digital product. It offered little to nothing that would help me market small businesses or venues. The book has a chapter on how to select the TEAM you will have blogging for you and how you can use ipads as incentives for them to write blog posts. I feel like I'm still wondering how to turn my marketing up to 11 after reading this. Which is disappointing. It's probably a great book for a big company looking to sell a PDF written by ghost writers.

Jason's new book will turn you into what he calls a "Renaissance Marketer" -- a well-rounded modern marketer, skilled in all things social, content, email, SEO and analytics. He makes the practical tips to succeed in social and content marketing worthwhile to read and nothing like an instruction manual. And if you're a fan of rock 'n' roll, you're in for a mega treat. Read my full book review here:

<http://marketing.linkedin.com/blog/marketing-book-worth-a-look-jason-millers-welcome-to-the-funnel/>

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