



**Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less: How to Tell a Different Story, ... and Win More Customers by Marketing Less**

*Joe Pulizzi*

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**Reach more customers than ever with TARGETED CONTENT**

*Epic Content Marketing* helps you develop strategies that seize the competitive edge by creating messages and “stories” tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability.

**Joe Pulizzi** is a content marketing strategist, speaker and founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

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