



Welcome to the Funnel: Proven Tactics to Turn Your Social Media and Content Marketing up to 11

By Jason A Miller

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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 or rock n roll flare.

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Editorial Review

About the Author

Jason leads global content and social initiatives for LinkedIn Marketing Solutions helping marketers understand how to use LinkedIn to achieve their marketing goals and deliver real ROI. Previously he was the senior manager of social media strategy at Marketo and responsible for leading the company's content and social media efforts. Before entering the B2B space, he spent ten years at Sony developing and executing marketing campaigns around the biggest names in music. Jason is a frequent contributor to top marketing blogs Content Marketing Institute, Social Media Examiner, Marketing Profs, Copyblogger, and has presented at numerous industry conference including Dreamforce, Social Media Marketing World , Authority Intensive, Inbound, Content Marketing World, Social Fresh, Microsoft Convergence, and more. When he is not building campaigns, creating remarkable content, and tracking the ROI of social, he is winning awards as a concert photographer, singing 80's metal karaoke, and winning at Seinfeld trivia.

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