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To apply Mark ' s principles for your own content ignition, there are the 6 elements outlined in the book: Brand Development. Audience and Influencers. Distribution, Advertising, Promotion, and SEO. Authority. Shareability embedded into each piece of content. Social proof and social signals.

Content Code by Mark Schaefer - BADASS Book Review

Price: Mark W. Schaefer, college educator, consultant, and best-selling author of five marketing books including Social Media Explained and The Tao of

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