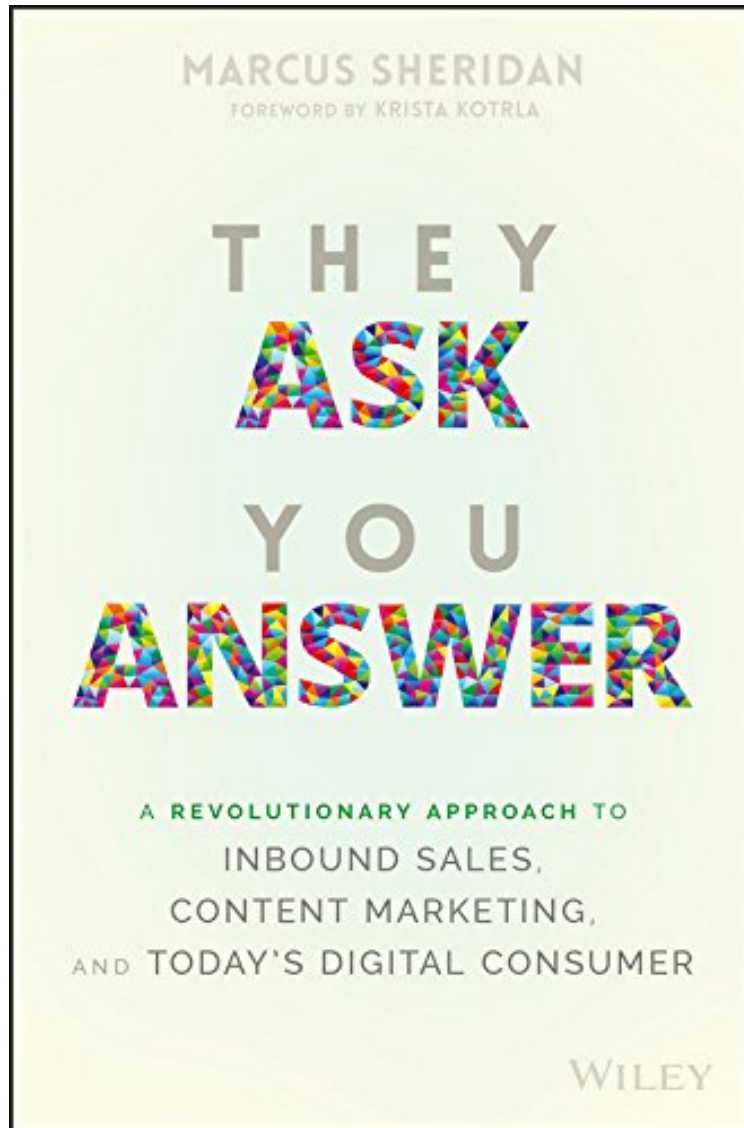


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# They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer

*Marcus Sheridan*

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**Marcus Sheridan : They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer** before purchasing it in order to gage whether or not it would be worth my time, and all praised They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer:

4 of 4 people found the following review helpful. He then takes the reader through the steps of implementing TAYA

beginning with the 5 types of articles/videos that best fit the TAYA principle. The concepts presented are simple and provide effective measures for creating quality content for your website.

0 of 0 people found the following review helpful. Great Book

By jimsOkay so this review is biased, but I am known for being a truthful person. My wife says to truthful at times. This book rocks and as I always knew Marcus Sheridan would make an impact on the marketing world one day. He is not just a great writer but he is an absolute marketing genius. I have had the opportunity to work with him as a business partner and as family and he is passionate about everything he does. This passion shines through in all aspects of his life and in this book. This is the first of many books I am sure and if you take the time to read They Ask You Answer you will find the answers you are looking for in your business, now implement them. Great Book

1 of 1 people found the following review helpful. Marcus Speaks, You (Better) Listen!

By Dan GingissThey don't call Marcus Sheridan "The Sales Lion" for nothing. The single greatest public speaker I've ever had the pleasure of hearing, Marcus has unmatched energy and passion for content marketing (not to mention SUCCESS!) and he brings all of it to this book. It's practical, easy to digest, and will leave you excited to walk into work the next day and begin fundamental change. I bought copies for my whole team!

A revolutionary marketing strategy proven to drive sales and growth They Ask You Answer is a straightforward guide to fixing your current marketing strategy. Regardless of your budget, you are almost certainly overspending on television, radio, and print ads, yet neglecting the number-one resource you have at your disposal: the Internet. Content marketing is no longer about keyword-stuffing and link-building; in fact, using those tactics today gets your page shuffled to the bottom of the heap. Quality content is the key to success, and you already have the ingredients in-house. This book shows you how to structure an effective content strategy using the same proven principles that have revolutionized marketing for all types of businesses, across industries. Author Marcus Sheridan's pool company struggled after the housing collapse; today, they're one of the largest pool installers in the U.S., turning away millions of dollars in business they simply cannot accommodate every year. How did he manage it? He answered questions. This book shows you how Marcus's strategy can work for your business, and how to use your keyboard to bring customers through the door. Boost your company's web presence with methods that work Build a level of trust that generates customer evangelism Leverage your in-house resources to produce winning content Utilize tactics that work, regardless of industry or sector When people have questions, they ask a search engine. If you have answers, the right content strategy will get them to the top of the search results and seen by millions of eyes every day. Drop the marketing-speak, stop "selling," and start answering. Be seen as an authority, not just another advertisement. They Ask You Answer describes a fresh approach to marketing and the beginning of big things for your business.

From the Inside FlapThey Ask, You Answer shows you how much today's buyers have changed, and how you must evolve your sales and marketing if you want to reach them. If you're ready to become the most trusted voice within your industry, and need a roadmap, then They Ask, You Answer can revolutionize your business. Marcus Sheridan knows, because he did it with his own small business—and created the #1 ranked website in his industry. The story of how Marcus Sheridan saved his swimming pool company; River Pools and Spas; from the economic collapse of 2008 has been featured in multiple books, publications, and talks around the world, and today River Pools and Spas is one of the largest builders in the country. The core reason Marcus's company was able to achieve so much success came down to an incredibly simple, yet powerful transformational business approach; They Ask, You Answer. By becoming the "Wikipedia" of pools, Marcus showed just how much impact honest, transparent content can have on today's buyer and ultimately alter the sales process for good. With this success, Sheridan went on to become a world-renowned speaker and consultant on the subjects of digital sales, marketing and branding, helping other organizations, B2B and B2C, embrace their own form of They Ask, You Answer and just like River Pools and Spas, become the trusted voice of their industry. Marcus explains the types of content necessary to produce incredible results, and includes case studies of companies that have embraced the principles of They Ask, You Answer; including the financial impact these practices had on their organizations.

From the Back CoverTURN CUSTOMERS INTO EVANGELISTS TO DRIVE SALES AND GROWTH They Ask, You Answer explains a simple approach to inbound marketing with an exceptional track record across many industries. How can a single approach to selling be so versatile? Simple; it's all about the customer. All potential customers need answers along their way to making a purchase, and They Ask, You Answer shows you how to become the oracle in your industry. Before Marcus Sheridan founded The Sales Lion to coach and consult on world-class communication strategies, he turned around a pool installation company on the edge of collapse during the 2008 financial crisis; using the methodology described in this book. He understood his customers' problems and took the brave step to openly talk about them on his company's website. Whether you're a one-man sales team (like Marcus was) or managing a department, this resource gives you all the practical techniques and proven advice you

need to develop a profitable inbound marketing strategy based on quality content. Along the way, examples and revealing case studies show you how companies are benefitting from these techniques. Without a marketing degree or computer expertise, you can immediately attract high-quality prospects into your internet sales funnel by: Replacing outdated hacks like keyword stuffing and link building with genuine content that will be useful along the buyer's journey Getting buy-in from your organization and inspiring in-house experts to produce authoritative content Raising your company's digital profile and enabling delighted customers to tell others about their experience About the Author Called a "web marketing guru" by the New York Times, the Story of how Marcus Sheridan was able to save his swimming pool company, RiverPools, from the economic crash of 2008 has been featured in multiple books, publications, and stories around the world--and is also the inspiration for his newest book, "They Ask, You Answer." Today, Sheridan has become a highly sought after global speaker and consultant in the digital sales and marketing space, working with hundreds of business and brands alike to become the most trusted voice of their industry while navigating the ultra-fast rate of change occurring within consumers and buyers today. With a down-to-earth writing and speaking style that always focus on real takeaways for his audience, Sheridan's teachings have had a major impact on how businesses market, sell, and communicate on a global scale.