

For Immediate Release

Contact: Rob Colding
Information Today, Inc.
(609) 654-6266, ext. 330
rcolding@infotoday.com

Inside Content Marketing

**New Book by *EContent* Magazine Editor
Theresa Cramer Is a Roadmap to Creating
Meaningful Content That Delivers Results**



May 10, 2016, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *Inside Content Marketing: EContent Magazine's Guide to Roles, Tools, and Strategies for Thriving in the Age of Brand Journalism* by Theresa Cramer.

Although a majority of marketers and brands have embraced content marketing, Cramer—editor of *EContent* Magazine—points out that relatively few firms are doing it well. She cites a recent study showing that of the 90% of B2C marketers who have content marketing programs, only 34% rank their efforts as effective. In *Inside Content Marketing*, the author's guidance—drawn largely from profiles and interviews with successful content marketers and subject experts—is geared to demystifying the discipline and presenting tactics and strategies that work. She offers definitions and background, highlights minefields and misfires, and describes exciting new roles and opportunities for marketers, publishers, and journalists.

“In the new world of brand journalism, everyone needs to re-evaluate their place in the content ecosystem. Marketers have to think like journalists. Journalists have to understand marketers. And publishers have to bring everyone together. These are not small tasks,” says Cramer in the book's Introduction. “Marketers will be first to the content marketing table. In fact, they are already there, eager to implement this new engagement tactic to capture customers' attention. Selling is in their blood, and it will be difficult—if not impossible—for many of them to leave the marketing mindset behind and start thinking like a storyteller.”

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“Where *Inside Content Marketing* departs from an endless sea of content marketing books and blogs is the deep analysis and insight into the content marketing/journalism connection,” says Russell Sparkman, CEO of FusionSpark Media. “Debunking the notion that branded content means working for the ‘dark side,’ Cramer shines light on an emerging world in which brand publishers and journalists alike collaborate to produce meaningful content that connects, both intellectually and emotionally.”

“Content is only as good as the team behind it,” says Cramer. “From creation to distribution to measurement, it’s important to have the right people on your content marketing team. If you are working with the right people, success will follow. In some cases, ‘the right people’ still need to be convinced that content marketing is not only a viable option, but that branded content just may save the publishing industry.”

Inside Content Marketing is organized in three parts: the first focuses on the marketer’s experience and what they need to know to create great content, the second makes the content marketing case for journalists, and the third helps publishers understand how they can capitalize on this shift in the marketing industry. Throughout the book, Cramer emphasizes that effective content marketing is the best way for companies to promote their ideas and grow their business.

Theresa Cramer is the editor of *EContent Magazine*, where she covers the world of digital media and marketing. By night, she is a reader and writer of books, NPR addict, and avid gardener. She has worked in diverse publishing environments, from magazines and newspapers to books and the internet, for more than ten years. A Connecticut resident, she blogs about her adventures in home decorating (and whatever else strikes her fancy) at TheresaCramer.com. Follow her on Twitter @TheresaCramer.

Inside Content Marketing: EContent Magazine’s Guide to Roles, Tools, and Strategies for Thriving in the Age of Brand Journalism (208 pp/softbound/\$17.95/ ISBN 978-1-937290-06-1) is a CyberAge Book from Information Today, Inc. It is available in bookstores through Independent Publishers Group (IPG) and direct from the publisher by calling (800) 300-9868, (outside U.S. call 609-654-6266); faxing (609) 654-4309; emailing custserv@infoday.com; or visiting the ITI website at www.infoday.com.

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