



Grow Your Audience, Grow Your Brand

A new book published in 2020 by The PR Maven®



CONTENT MARKETING IS THE NEW PR



BARELY ONE-THIRD OF
GLOBAL CONSUMERS TRUST
"MOST OF THE BRANDS THEY
BUY AND USE."

Growing an audience involves content marketing, networking, identifying target audiences, establishing your brand story, and implementing repeatable processes so you can deliver the same brand experience over and over again.

In This Book You Will Learn...

- Content Marketing
- LinkedIn Leveraging
- Network Value
- How To Grow Your Network
- Audience Targeting
- The Know, Like, and Trust Factor
- Shaping Your Brand Story
- What Social Media and Earned Media Means For Your Brand
- The Power Of Brand Touch
- How To Position Yourself As An Expert
- The Usefulness Of Podcasting

“Nancy's information is directly applicable to what's happening right now in the real world. She provides a guide to how PR programs are planned and implemented now Her new book follows up her originally advice with practical direction on how to manage both new and old media. I am eager to assign her new book to my incoming students and I know that they will benefit from her experience in the public relations and marketing fields.”

Rick Saucier, Professor of Marketing, Thomas College

TELLING YOUR STORY SHOULD BE A PART OF DAILY LIFE FOR
EVERYONE IN YOUR ORGANIZATION, AT LEAST ON SOME LEVEL. A
GOOD STORY IS THE FOUNDATION OF EVERY STRONG BRAND.

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<https://www.amazon.com/Grow-Your-Audience-Brand/dp/B088J56YL4>

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Nancy Marshall is one of the true students of Content Marketing, and it shows in her new book *GROW YOUR AUDIENCE, GROW YOUR BRAND*. Her unique insights are founded in experience, but imbued with the new, best practices and techniques that help you connect your story with audiences.

Robert Rose, Content Marketing Institute



Nancy Marshall, aka The PR Maven®, has handled public relations and marketing for numerous companies and organizations over its 30 years of operation.

Nancy has seen how the development and implementation of a practical, coordinated marketing communications strategy can make a significant and measurable impact on an organization and help it achieve its strategic goals.

Nancy herself uses social media, including LinkedIn, and the newest techniques in podcasting to create cornerstone and cobblestone content, as well as working the room at networking events.

Her experience has helped her create Maine's largest public relations agency and building iconic brands. as well as an award-winning personal branding podcast called The PR Maven® Podcast.

