



Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech)

Wendy Montes de Oca

[Download now](#)

[Click here](#) if your download doesn't start automatically

Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech)

Wendy Montes de Oca

Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) Wendy Montes de Oca

"Wendy's book is an impressively thorough account of the marketing options open to Internet businesses today. I have it within reach of my desk and I intend to make good use of it."

-Michael Masterson, Publisher, Agora, Inc., Early to Rise

You've already got great content -- now, monetize it!

Dozens of top publishers, marketers, business owners, and entrepreneurs are already using Wendy Montes de Oca's SONAR Content Distribution Model™ to earn amazing ROI from content they already have. You can, too--even if you've never done Internet marketing before! *Content Is Cash* shows you how to systematically integrate and synchronize today's best web marketing techniques to drive more traffic, visibility, buzz, leads, and sales for your business. It's not theory. It's a proven, cost-effective and real-world strategy allowing anyone with content to turn traffic into profits...and the results are quantifiable!

What makes the SONAR Content Distribution Model™ different from other online marketing strategies?

SONAR focuses on maximizing original, high-quality, and 'UVA' (useful, valuable and actionable) content then targets the dissemination of the content on the Web by audience (via manual research and selection) in relevant, synergistic locations.

SONAR is successful because it leverages organic (free) online channels, it's comprehensive (using content marketing, social marketing, online PR, and more!) - and most importantly - it's timeless.

In other words, when done correctly SONAR is not applicable to search engine updates, such as Farmer/Panda, and the most recent, Penguin -- all of which ultimately go after spammy websites as well as irrelevant, low-quality content and links.

With SONAR, content quality and relevance is key!

Inside you'll find powerful, easy, and virtually no cost ways to maximize content syndication, online PR, social networking and bookmarking, article directories, and guerrilla marketing in forums and message boards...to achieve breakthrough results on even the smallest budget!

You'll Learn How To:

- * Discover and leverage useful, valuable, actionable content you didn't know you had
- * Drive more value from content by repurposing, repackaging, refreshing, re-bundling, and republishing
- * Create more visibility, traffic, and awareness for your website and brand
- * Link content more tightly with prospecting and sales initiatives
- * Syndicate and aggregate content to extend its reach
- * Make your content easier to find on the Web--simply and inexpensively
- * Adapt your strongest content into high-performing online press releases

- * Encourage viral marketing, pass-along readership and word-of-mouth buzz
- * Measure your performance against the 3 O's: outputs, outcomes, and objectives
- * Apply SONAR techniques and increase search engine presence, organic visits, lead generation, and sales efforts
- * Use SONAR with other tactics such as affiliate marketing, joint ventures, online advertising, ad swaps, guest editorials and more

 [Download Content is Cash: Leveraging Great Content and the ...pdf](#)

 [Read Online Content is Cash: Leveraging Great Content and th ...pdf](#)

Download and Read Free Online Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) Wendy Montes de Oca

From reader reviews:

Greta Harty:

Reading a publication can be one of a lot of pastime that everyone in the world likes. Do you like reading book thus. There are a lot of reasons why people fantastic. First reading a reserve will give you a lot of new facts. When you read a reserve you will get new information simply because book is one of many ways to share the information or maybe their idea. Second, examining a book will make an individual more imaginative. When you studying a book especially tale fantasy book the author will bring you to definitely imagine the story how the characters do it anything. Third, it is possible to share your knowledge to other people. When you read this Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech), you may tells your family, friends in addition to soon about yours guide. Your knowledge can inspire the mediocre, make them reading a book.

Joseph Griego:

Do you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Try to pick one book that you find out the inside because don't ascertain book by its deal with may doesn't work this is difficult job because you are frightened that the inside maybe not as fantastic as in the outside seem likes. Maybe you answer could be Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) why because the amazing cover that make you consider regarding the content will not disappoint you actually. The inside or content is definitely fantastic as the outside or cover. Your reading 6th sense will directly assist you to pick up this book.

Tony Partee:

This Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) is brand-new way for you who has fascination to look for some information as it relief your hunger associated with. Getting deeper you in it getting knowledge more you know otherwise you who still having tiny amount of digest in reading this Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) can be the light food to suit your needs because the information inside this particular book is easy to get by means of anyone. These books create itself in the form and that is reachable by anyone, that's why I mean in the e-book web form. People who think that in guide form make them feel tired even dizzy this publication is the answer. So there is no in reading a book especially this one. You can find what you are looking for. It should be here for an individual. So , don't miss the item! Just read this e-book style for your better life in addition to knowledge.

Helen Massey:

Reading a publication make you to get more knowledge as a result. You can take knowledge and information from your book. Book is published or printed or descriptive from each source that will filled update of news. Within this modern era like right now, many ways to get information are available for you. From media

social including newspaper, magazines, science publication, encyclopedia, reference book, novel and comic. You can add your knowledge by that book. Are you hip to spend your spare time to spread out your book? Or just looking for the Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) when you necessary it?

Download and Read Online Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) Wendy Montes de Oca #RJTC38NIZVL

Read Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca for online ebook

Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca books to read online.

Online Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca ebook PDF download

Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca Doc

Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca Mobipocket

Content is Cash: Leveraging Great Content and the Web for Increased Traffic, Sales, Leads and Buzz (Que Biz-Tech) by Wendy Montes de Oca EPub