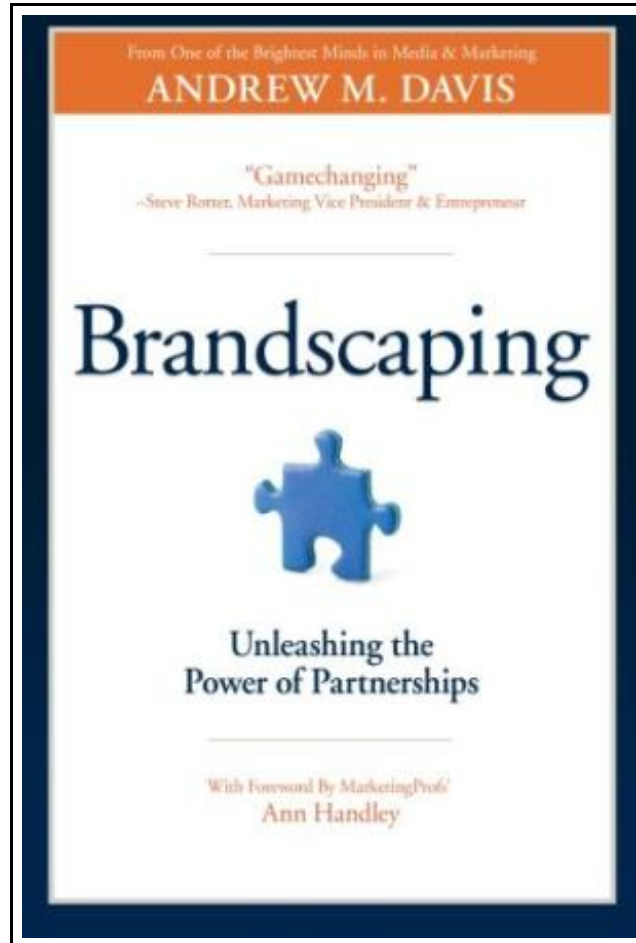


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Content Marketing Institute. Paperback. Book Condition: New. Paperback. 270 pages. Dimensions: 8.9in. x 5.9in. x 0.7in. What if you stopped renting time or space (advertising) and started investing in valuable content--content that you'll own? What if you tapped a trend or created a movement? What if you authentically embraced your most loyal fans? What if... you became a brandscaper? Brandscaping is a big, infectious idea--a new marketing methodology that begins with one simple observation: a rising tide lifts all ships. In this groundbreaking book, media and marketing visionary Andrew Davis shows you how to partner with other brands and undiscovered talent to create content that drives demand for the products and services you sell. Davis dishes up dozens of case studies showing how all types of individuals, companies, and brands have tapped into the power of brandscaping to achieve unparalleled success, often using resources already at their disposal. Successful brandscapers think more like television producers and less like marketers. In the new media world, everyone has an audience. No one needs the traditional media monarchies to access their audience anymore. Davis encourages you to reconsider your spend on advertising, forget about trying to obtain PR one-hit wonders, and start seeking out valuable replacements for inauthentic celebrity endorsements. Reinvest that money, he says, on creating valuable content and watch your marketing expenses turn into powerful content assets. Brandscaping trains you to unearth authentic, talented spokespeople in a world where everyone is a publisher, podcaster, YouTuber, or digital photographer; people whose existing audiences, no matter how small, will become your future customers. Davis demonstrates how electronics manufacturers, retailers, home builders, associations, non-profits, individuals, and many others have benefited from the ability to tap into the power of niche markets. Davis also shows you how to identify and appeal to the passion points...



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