Search and Social: The Definitive Guide to Real-Time Content Marketing

By Rob Garner

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Leverage and implement search and social media together in real-time to win the hearts and wallets of customers. *Search and Social* is a detailed, hands-on guide to building a successful real-time content marketing platform. Real-time content marketing is the emerging practice of using both search marketing and social publishing tactics in real-time to help your audience find you, and you find them, in order to attract and engage customers and ultimately increase revenue. It requires both traditional SEO publishing and social engagement principles, and most importantly, it requires the marketer to be active and present in a synaptic digital world that keeps going 24/7. This book shows you how to develop, implement, monitor, and optimize strategies and tactics for developing a strategic plan that encompasses content, platform, and community management, emphasizing the interdependent elements of search and social together.

This book is a must-read for SEOs, social media marketers, content marketers, Internet marketing practitioners, marketing executives, and CMOs. SEO and social media can no longer operate in silos, as each discipline is now reliant on its counterpart to achieve its greatest potential. The bottom line is that social marketers must understand search marketing and SEO to extend the value of their efforts, and search marketers must understand the elements of social to succeed in becoming more visible. "Search and Social" cuts to the chase and shows you the exact areas where search and social overlap, and how this synergy creates the imperative for marketers to shift to a real-time and participatory approach with their publishing efforts. Real-time marketing and publishing leverages social and search strategies and technologies, but also emphasizes the element of being present in your marketing efforts, in a digital world where your customers never sleep.

The book includes details on the combined "search and social" elements of blogs, video, images, forums, keyword research, market research, press releases, social copy writing, content strategy, social media platforms, schema.org, among many others. Some of the new topics that will be discussed and introduced include the share graph, 2nd-tier search visibility, recency as the new relevancy, social relevancy, the living natural language of search and social users, establishing

authority and trust with people and search engines, connectedness, acting authentically in the spirit of the target audience, and participatory publishing techniques. The book also provides the follow ways to think and execute on search and social strategies in real-time:

- Outlines how combined search and social technologies have changed the digital publishing landscape forever
- Outlines a process for preparation to act "in-the-moment" with your digital content marketing efforts
- Shows how to optimize social profiles and spaces for extended search engine visibility, and extended visibility in networks
- Provides a new framework for understanding how search engines are becoming more social, and how social networks are becoming more algorithmic
- Illustrates how to use the social graph to build your link graph for search engines, using likes, +1s, Retweets, and more
- Provides insight into using social keyword research techniques to better communicate with and find your audience in networks
- Illustrates how networks use traditional search concepts to extend and trigger content, and how to take advantage of these systems in a relevant way
- Includes the nitty-gritty technical details, like how to set up RSS feeds for content, integrating Twitter, and more
- Illustrates how a robust real-time and participatory social content strategy can extend visibility in search engines
- Interviews with some of the leading experts in search, social, and real-time content marketing
- Written by a leader in the search and social marketing industry

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Editorial Review

Review
"Finally a social media book gets it right. When planning for success in search and social, the content marketing strategy comes first. Please, take this book and give it to your lead digital strategist and CMO."
Joe Pulizzi, Founder, Content Marketing Institute

"This is like a step-by-step manual on how we built a software company with 100,000+ customers out of a blog, with no outside investment and zero advertising. This is the real deal for any company looking to succeed with social media and search engines."
Brian Clark, Founder and CEO, Copyblogger Media

"Rob Garner's book is by far the most comprehensive, timely, and well-written how- to guides on how to leverage your social influence to rank higher in search engines and on social Web sites. I literally couldn't stop reading--it was that enjoyable. If you have an account on Facebook or Twitter and own a business...buy this book and learn specific, actionable strategies to make more money from search and social."
Kristopher B. Jones, Chairman of Internet Marketing Ninjas and best- selling author of Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing

" Rob Garner is a search marketing stalwart and long time industry commentator. His new book provides revealing insights into real-time marketing and how practitioners can take advantage of tools and techniques to maximize ROI. These days you can't say 'search' without saying 'social.' So read the book that explains it all and glues the two together."
Mike Grehan, Publisher: ClickZ, Search Engine Watch and producer SES Conference & Expo

"Search. Social. Content. Community. There are compelling books on every 'modern' marketing discipline; but few, if any, authors pull together so many functions into one cohesive whole as succinctly as Garner does. He makes the future accessible."
Joe Chernov, Content Marketing World's 2012 Content Marketer of the Year

"As an author myself, I realize the effort and pain that goes into writing a book. And the approach Rob has taken is excellent. This book covers all of the key elements of search and social with explanations, examples, common issues, bulleted lists and more. It questions and explains the common concerns of anyone trying to succeed in this rapidly changing space. My best comment is that I will buy copies for my staff."
Bruce Clay, President, Bruce Clay Inc., author of Search Engine Optimization All in One for Dummies

From the Author
Thanks for checking out this page for the book. In the first two chapters, I make the intellectual case for both real-time content marketing, and search and social as an independent discipline. Overall, there is something here for every Internet marketer, and I believe I have successfully merged some difficult theoretical concepts directly into day-to-day strategy, planning, and logistics of digital marketing. Many books focus on just the 30,000 foot view, and others are deep in the weeds. This book does a little bit of both, and that's a good thing. Not only will you understand the big picture, but you will also be able to put it into practice.

At over 400 pages, this is not a book you just sit down and read from cover-to-cover, though you are

welcome to do so. It is a book that you will be reaching for over and over again as you get a handle on the combined search and social elements of a variety of tactics and strategies.

Use it to find a quick answer, develop a deep strategy, or to help your own clients and people you work with to develop a common language and understanding around modern Internet marketing strategies and tactics.

I hope the book serves you well!

From the Inside Flap
"Finally a social media book gets it right. When planning for success in search and social, the content marketing strategy comes first. Please, take this book and give it to your lead digital strategist and CMO."
-Joe Pulizzi, Founder, Content Marketing Institute

"This book is gold! It's practical, applicable information that can make a difference--like a chronicle, almanac, playbook, and Bible."
-Jay Chapman, President, Digimedia

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-Brian Clark, Founder and CEO, Copyblogger Media

Users Review

From reader reviews:

Charles English:

Often the book Search and Social: The Definitive Guide to Real-Time Content Marketing will bring someone to the new experience of reading the book. The author style to spell out the idea is very unique. If you try to find new book you just read, this book very ideal to you. The book Search and Social: The Definitive Guide to Real-Time Content Marketing is much recommended to you to read. You can also get the e-book from the official web site, so you can quicker to read the book.

Ryan Calhoun:

Search and Social: The Definitive Guide to Real-Time Content Marketing can be one of your starter books that are good idea. Many of us recommend that straight away because this reserve has good vocabulary that could increase your knowledge in vocabulary, easy to understand, bit entertaining but still delivering the information. The article author giving his/her effort to put every word into delight arrangement in writing Search and Social: The Definitive Guide to Real-Time Content Marketing but doesn't forget the main place, giving the reader the hottest as well as based confirm resource facts that maybe you can be one among it. This great information can certainly drawn you into fresh stage of crucial contemplating.

Stephen Hill:

This Search and Social: The Definitive Guide to Real-Time Content Marketing is great e-book for you

because the content which can be full of information for you who else always deal with world and possess to make decision every minute. That book reveal it information accurately using great plan word or we can say no rambling sentences within it. So if you are read the idea hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but tricky core information with lovely delivering sentences. Having Search and Social: The Definitive Guide to Real-Time Content Marketing in your hand like getting the world in your arm, information in it is not ridiculous just one. We can say that no reserve that offer you world within ten or fifteen minute right but this reserve already do that. So , it is good reading book. Hey Mr. and Mrs. hectic do you still doubt in which?

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