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get the whole picture and learn to create a successful online content marketing program successful online marketing is about more than creating a facebook page or writing a corporate blog brands need to build lasting connections with the right customers online through an effective online content marketing strategy and this book shows you how it explores ways to create a content marketing strategy identify the content that will keep your customers coming back create that content distribute it online and measure the results with hands on step by step guidance content marketing is an essential element of successful online marketing and brand building this book shows you how to begin creating and distributing content online to market your business explains why content marketing is important and how to create an online content marketing strategy which tools to use and what to avoid shows how to create content and get it published online in long or short form offers plenty of tips case studies and worksheets to ensure success online content marketing positions your business and your product for lasting customer interaction content marketing

for dummies gives you the tools to create a program that works

wordpress is much more than a blogging platform as this practical guide clearly demonstrates you can use wordpress to build web apps of any type not mere content sites but full blown apps for specific tasks if you have php experience with a smattering of html css and javascript you ll learn how to use wordpress plugins and themes to develop fast scalable and secure web apps native mobile apps web services and even a network of multiple wordpress sites the authors use examples from their recently released schoolpress app to explain concepts and techniques throughout the book all code examples are available on github compare wordpress with traditional app development frameworks use themes for views and plugins for backend functionality get suggestions for choosing wordpress plugins or build your own manage user accounts and roles and access user data build asynchronous behaviors in your app with jquery develop native apps for ios and android using wrappers incorporate php libraries external apis and web service plugins collect payments through ecommerce and membership plugins use techniques to speed up and scale your wordpress app

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the next step in the evolution of user interfaces is here chatbots let your users interact with your service in their own natural language use free and open source tools along with ruby to build creative useful and unexpected interactions for users take advantage of the lita framework s step by step implementation strategy to simplify bot development and testing from novices to experts chatbots are an area in which everyone can participate exercise your creativity by creating chatbot skills for communicating information and fun developers of all skill levels can craft user experiences that are natural easy to use and most of all fun build chatbots using free open source tools and launch them to popular chat platforms like slack and amazon s alexa use the ruby programming language and the lita bot framework to unlock fun and powerful chat abilities such as sending text messages and emails creating new meme images driving a robot around the room and talking out loud on a home speaker use frameworks available in ruby and node js to get started quickly create simple chatbot skills that respond quickly to basic requests chain skills together for more complex interactions take advantage of test driven development techniques to build your bots with confidence coordinate tasks with colleagues via bot connect with external apis to provide users with data they need extract data information from web pages when an api isn t available expand your bot s reach with sms and e mail messaging deploy a chatbot to a host so users can interact with it on their schedule build a more responsive easy to use interface for your users today what you need you don t need much to get started with chatbots a mac or linux computer with a recent version of ruby is recommended windows users can keep up with a free virtual machine running linux you ll deploy your chatbots for free or at least cheaply on cloud hosting platforms like heroku and digital ocean

streamlined gulp pipelines practical techniques for fast maintainable front end build automation is a hands on guide for developers and devops engineers who want to build fast reliable and maintainable front end build systems using gulp the book situates gulp within

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it is no secret that the future of the internet is the social and that the future is this very instant millions of people and businesses are interacting sharing and collaborating on social networking sites media communities social bookmarking sites blogs and more they are doing it right now 24 7 and you and your business want to be a part of this powerful movement with as professional and efficient a presence as possible while keeping your expenses minimal this book will show you how to use the tools of 2 0 to build a successful presence from squidoo to youtube facebook to wordpress wikis to widgets blogs to rss feeds business owners authors publishers students pr and marketing professionals can learn to apply and integrate these tools by themselves gone are the days of relying on developers this book arms you with the nuts and bolts of the new open source internet through hands on real world examples you will be pleasantly surprised at how easy it is

the new york times and wall street journal bestseller the new secret to driving loyalty that pays once revolutionary loyalty programs designed to differentiate products quickly became commoditized and yet billions of dollars are still spent every year on programs that are doomed to fail these programs it turns out don t inspire long term loyalty once a better deal comes along customers will gladly defect can you blame them silicon valley start up bunchball the pioneer and innovator in gamification is light years ahead when it comes to the concept of loyalty and using it to drive business profits and growth focusing not only on customer loyalty but also the loyalty of employees and partners bunchball combines behavioral economics big data social media and gamification to inspire loyalty that lasts from

everyone involved in the success of a business now in loyalty 3 0 bunchball founder rajat paharia reveals how you can use these same techniques to seize the competitive edge for your business paharia shows you how to create a system powered by human motivation and digital technology that creates ongoing persistent engagement among customers employees and partners loyalty 3 0 arms you with everything you need to know in order to build a loyalty and engagement program that drives a sustainable advantage for your business including the building blocks of motivation big data and gamification necessary for creating a powerful strategy that drives long term loyalty case studies from today s most innovative companies that are already driving customer engagement learning and skill development and employee motivation with loyalty 3 0 methods step by step guidance on how to plan design build and optimize your program now is the time to abandon your traditional loyalty programs and start taking all your stakeholders seriously so they will take your company seriously loyalty 3 0 is the game changing leap you ve been waiting for when you create true loyalty among customers employees and business partners you will generate a sustainable competitive advantage and win in your industry praise for loyalty 3 0 relationships are the single greatest asset for all organizations relationships with customers relationships with employees relationships with partners in loyalty 3 0 rajat paharia reveals the new science of relationship building through big data and gamification tim brown ceo ideo loyalty 3 0 is filled with major insights and does a brilliant job of grounding the reader in fundamental concepts around motivation big data and gamification building on these concepts through real world case studies that bring the combinations to life it finishes with actionable ideas and next steps that enable you to test and operationalize these ideas in your own workplace and personal life brad smith ceo intuit a fascinating insight into how companies are exploiting big data mark read ceo wpp digital rajat pioneered the business use of big data and game mechanics to transform the customer experience a decade before anyone else he saw that the same techniques that video game designers had used for years fast feedback badges competition goals and leveling up were also incredibly powerful for motivating behavior outside of games and an industry was born this book shares his secrets clara shih ceo of hearsay social author of the facebook era and board member at starbucks rajat paharia comprehensively explains how to create loyalty in the modern world full of data and connectivity if you want to learn how to motivate and inspire employees you must read this book dave kerpen new york times bestselling author of likeable social media and likeable business in this powerful and groundbreaking book rajat paharia clearly demonstrates how big data motivation and gamification can be utilized to create true engagement and loyalty we believe loyalty 3 0 will be a game changer for our associates and guests ray bennett chief

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