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Herding Goldfish: The Professional Content Marketing Writer in an Age of Digital Media and Short Attention Spans

Gene Knauer

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“Herding Goldfish: The Professional Content Marketing Writer in an Age of Digital Media and Short Attention Spans” provides an overview of the what, how, and why of writing marketing communications. It includes marketing best practices written from the perspective of the content marketing writer; an overview of the kinds of communications you’ll write; creative, research, and interviewing techniques; and advice on how to market your services. Several audiences will find this book helpful. Anyone who is tasked with writing marketing communications for online, print, or broadcast media will find topics and guidance that could help them produce better work. Marketing communications professionals, product managers, and others who must write and produce sales and thought leadership content for products and services should find it useful, too. Students and those in transitional career stages who enjoy writing and are thinking about making a career of it will get an idea of what working as a content marketing writer might involve along with tips for working more efficiently, creatively, and successfully.

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