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organized in 3 phases (here's a preview) and starts by answering why it makes sense to integrate search, social and content as well as practical examples for B2B, B2C, small business, a Fortune 50 and use case examples within organizations for marketing, public relations, customer service and recruiting. There's guidance on conducting audits for SEO, Content and Social Media for benchmarking and ongoing performance. Optimize - How to Attract and Engage More Customers by ... Attract, engage, and inspire your customers with an "Optimize" is designed to give readers a practical approach to integrating search and social media optimization with content marketing to boost relevance, visibility, and customer engagement.



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