Harpeth Marketing Launches 5th eBook on Marketing & Sales for Market Research Firms

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Harpeth Marketing recently announced the release of Marketing & Sales for the Market Research Firm: A Content Marketing Guidebook, a 20-page eBook that can be downloaded for free from the companyâ€™s website.

This eBook, written for firms in the market research industry, focuses on helping the reader to develop a hands-on understanding of how to plan for, implement and manage a successful Content Marketing program. According to Steve Henke, President of Harpeth Marketing and former President of 20|20 Research, â€œRead through any marketing resource, website or blog post these days and youâ€™ll see that Content Marketing continues to be one of THE hot marketing topics.Â In this eBook, we help firms in the MR industry to understand what Content Marketing really is, the implementation process, how to integrate it with sales, effectively promoting content and the #1 secret to success.â€• Marketing & Sales for the Market Research Firm: A Content Marketing Guidebook can be downloaded by Clicking Here. Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group