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## Podcast: What Is Content Marketing and Why Is It So Important?

### Hear why content marketing is not just a buzzword

**ORLANDO, FL – February 16, 2018** – Content marketing is all the rage these days. Everybody talks about the need to generate content to get found.

Content marketing expert Sarah Ristorcelli, co-founder of Orlando Content Marketing, confirmed content's importance on Episode 20 of The Countess Group's ["Market Your Business Like A Pro" podcast](#), in her conversation with host Ken Countess.

During the interview, Sarah and Ken discuss how to integrate content into a marketing strategy and how long a do-it-yourselfer should plan to pursue a content strategy to achieve success.

The episode can be found at <http://www.marketyourbusiness.co/podcast.html> as well as on iTunes, the Apple Store, Google Play, and Podbean.

Produced weekly, the podcast provides listeners tangible tips to help them strategically grow their business.

"This is another great episode, and here's a spoiler alert," said Countess, managing director of [The Countess Group](#). "One of Sarah's key points was that content isn't about going viral like other forms of today's marketing. Slow and steady is the key to success."

### About Ken Countess

[Ken Countess](#) has consulted to some of the world's most recognized brands as well as provide coaching and training to thousands of attendees at his workshops.

An executive coach and corporate trainer, Ken's seminars and webinars are filled with people seeking timely, actionable, easy to implement information to help their organizations grow. His approach to educating audiences about how to use email marketing and social media tools such as LinkedIn, Facebook and Twitter to build their business or nonprofit has earned him the respect of loyal followers around the world.

Ken has held executive management positions at several Fortune 100 companies and has been a senior partner at a 35 person marketing firm. While with such well known companies as Motorola, Marriott and Caremark, Ken provided award winning leadership for the fastest growing divisions of these industry leaders.

Over his 25+ year career, he has been responsible for the creation and delivery of multiple successful marketing and sales growth strategies, strategic messaging and communications, and change management programs for worldwide markets.

### **About The Countess Group**

The Countess Group (TCG) is a marketing and communications consultancy which has been providing strategic vision, tactical execution and measurable results for clients since 2001. Certified by Constant Contact, a member of the Microsoft Partner Network, and an affiliate of vCita, and Citrix (GoToWebinar), TCG provides value-added services such as:

- Executive Coaching
- Keynote Speaking
- Marketing Workshops
- Consulting
- Strategic Marketing
- Marketing and Corporate Communications
- Email Marketing
- Social Media Marketing
- Public Relations
- Internet/Website Development and Optimization
- Customer Acquisition/Retention/Engagement
- Lead/Demand Generation

Learn more about Ken Countess and [The Countess Group](#) at [www.MarketYourBusiness.co](http://www.MarketYourBusiness.co) (Editor's note: not .com). Find us on [Facebook](#) (<http://www.facebook.com/TheCountessGroup>), [Twitter](#) (<http://www.twitter.com/CountessGroup>), [Google+](#) (<http://www.google.com/+TheCountessGroupMarketing>), [Pinterest](#) (<http://www.pinterest.com/CountessGroup>), [YouTube](#) (<http://www.youtube.com/countessgroup>) and [LinkedIn](#) (<http://www.linkedin.com/in/kencountess>) and <http://www.linkedin.com/company/the-countess-group-ccg>) and <http://www.linkedin.com/company/the-countess-group-ccg>) and [Podbean](http://marketyourbusiness.podbean.com) (<http://marketyourbusiness.podbean.com>).

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Media Contact:

Ken Countess

The Countess Group

407-242-4200

[info@thecountessgroup.com](mailto:info@thecountessgroup.com)

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