

MARK
SCHAEFER



THE MOST
AMAZING
MARKETING
BOOK EVER

THE MOST AMAZING MARKETING BOOK EVER



MARK SCHAEFER & FRIENDS

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MARK SCHAEFER

One of the world's leading marketing futurists and keynote speakers.

Mark Schaefer is a marketing strategy consultant, college educator, keynote speaker, and the author of ten books, including "KNOWN," "Marketing Rebellion," and "Belonging to the Brand."

BusinessesGROW.com

 /markwschaefer



The Most Amazing Marketing Book Ever takes you on a ride from traditional marketing ideas like billboards and email to the metaverse and beyond. In this book, you will learn:

- Foundational principles of marketing strategy, content marketing and social media
 - Inside tips to propel your business through LinkedIn, email, and advertising
 - Insights into emerging trends such as NFTs, Web3, and Artificial Intelligence
 - Practical tips to help you with research, strategic communications, and measurement
- ...and much more!

businessesgrow.com/amazing

AND FRIENDS

What happens when futurist Mark Schaefer assembles **35** of his smartest marketing friends from around the world (with more than **750** years of accumulated experience!) and asks for their best marketing ideas? Well, it's something amazing. In fact, it's **The Most Amazing Marketing Book Ever!**

REPRESENTING 9 COUNTRIES AROUND THE WORLD!

A comprehensive **marketing** guide and a must-read **book** that will help you achieve your goals and succeed in today's ever-changing marketplace!

The collaborative approach, bringing together the expertise of **multiple authors** with diverse backgrounds and experiences creates a well-rounded perspective on marketing, providing readers with a wealth of knowledge and actionable **strategies**.





Samantha Stone
Marketing Strategy



Samantha is an author and a revenue catalyst who helps bridge the gap between buyers, sellers, and marketing for organizations that have complex selling processes.
unleashpossible.com



Robbie Fitzwater
The Four P's of Marketing



Robbie Fitzwater is an educator at Clemson University and the founder of MKTG Rhythm, where he helps e-commerce businesses unlock hidden revenue potential
mktgrhythm.com



Marci Cornett & Frank Prendergast
Marketing Research



Husband-and-wife team Frank and Marci are award-winning digital marketers who help solopreneurs and small businesses grow online and rise above the blah.
frankandmarci.com



Scott Murray
Consumer Behavior



Scott Murray (The Communication Craftsman) combines over 20 years of content marketing experience and extensive communication education to help companies build better connections with their most important audiences.
scottmurrayonline.com



David Bisek
Branding



David Bisek is a brand strategist and marketing consultant. David as spent nearly two decades building exceptional brands and marketing strategy for both large corporations and small startups business.
davidbisek.com



Lisa Apolinski
Customer Experience



Lisa Apolinski is a digital growth expert and speaker who has been dubbed by Forbes as America's Digital Content Futurist. She is the author of several books, including *Grow Your Market Share In A Zombie Apocalypse: Your Business Survival Guide When The Unimaginable Happens*.

3dogwrite.com



Bruce Scheer
Marketing Measurement



Bruce Scheer works with industry giants and “scale-ups” to inspire their buyers and accelerate revenue growth.

He is an award-winning consultant, author, keynote speaker, and president of the National Speakers Association Northwest.

inspireyourbuyers.com



Karine Abbou
Content Marketing Strategy



Karine Abbou is a content marketing consultant. As a former lawyer and entrepreneur, she has 13 years of experience in conceiving, launching, and implementing B2B content projects and marketing strategies.

karineabbou.com



Victoria Bennion
Blogging



Victoria Bennion is a marketer, founder of the Victoria Bennion Podcast Booking Agency and host of The Best Guest podcast.
victoriabennion.com



Marion Abrams
Podcasts



Marion Abrams is a podcast producer and consultant with broad content strategy and creation experience

madmotion.com



Chad Parizman
Podcasts



Chad Parizman is the Principal & Founder of Ader Communications, a consultancy focused on helping brands elevate unique voices.

Ader Communications was created to help brand marketers & storytellers better connect with their audience.

adercommunications.com



Laura Vendeland Doman
YouTube and Video



Laura is a former IT sales exec turned actress, voice artist, and coach helping business professionals become more comfortable and effective on camera themselves.

lauradoman.com



Ian Anderson Gray
Livestreaming



Ian is the founder of the Confident Live Marketing Academy and is the host of the Confident Live Podcast. He helps entrepreneurs level up their impact, authority, and profits by using live video confidently.

iag.me



Giuseppe Fratoni
Messaging & Copywriting



Giuseppe Fratoni is a transformational coach and business strategist. He works with inspired and driven people who are ready to take on an audacious goal that feels almost impossible to achieve and step into the next phase of their life and business.

giuseppefratoni.com



Al Boyle
Messaging & Copywriting



Al is a freelance copywriter, marketer, author, and humorist. He loathes writing his bio, so he used artificial intelligence (at least the humorist part is true! 😊). He helps businesses connect with their target audiences.

alboylewrites.com



Kami Watson Huyse
Social Media Strategy



Kami Huyse is a social media strategist, speaker, community builder, coach, and author. She is the founder of Smart Social Secrets, an online community for PR, marketing, and business consultants and coaches, and the CEO of Zoetica Media.

kamihuyse.com



Mandy Edwards
Facebook



Mandy Edwards is the owner of ME Marketing Services, a digital marketing agency. A graduate of the University of Georgia's Terry College of Business, Mandy has 20+ years of sales & marketing experience.

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Richard Bliss
LinkedIn



Richard Bliss is President of BlissPoint, a Silicon Valley consulting firm, international speaker in 22 countries, and author of three books, including Digital-First Leadership.

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Joanne Taylor
TikTok



Joanne Taylor is a writer and editor based in Sri Lanka. She's fascinated by all things marketing and the intersection of genre fiction and world mythology. Everything comes down to communication and a story well told.

linkedin.com/in/joanneajatar



M Valentina Escobar-Gonzalez
Instagram



Valentina Escobar-Gonzalez, MBA, founded Beyond Engagement in 2012 and hasn't slowed down since. She has a passion for helping businesses grow their engagement with customers using social media marketing.
beyond-engagement.com



Julia Bramble
Twitter



Julia Bramble is a social media marketing consultant, trainer, and speaker. She works with small businesses and marketing teams. As a former forensic scientist with a Ph.D. in molecular biology, Julia now focuses on the details of human connection.
bramblebuzz.co.uk



Jules Morris
Digital Advertising



Jules Morris is a lecturer of digital and visual marketing in the Haslam College of Business at The University of Tennessee, Knoxville as well as the owner and founder of a top 20 Knoxville marketing and design agency, BombDiggity, LLC.
bombdiggity.com



Jeff Tarran
Direct Mail



Jeff Tarran is the COO of Gunderson Direct, one of the largest independent direct mail agencies in the U.S. For over 25 years he has helped mailers of all sizes from startups to Fortune 500 companies — start and grow successful mail programs.

gundersondirect.com



Larry Aronson
SEO



Larry Aronson is a systems analyst and technology consultant based in Midtown Manhattan. He is the author of the first Web development book, the HTML Manual of Style, and is a pioneer of online education and community development.

larryaronson.com



Robbie Fitzwater
Email Marketing



Robbie Fitzwater is an educator at Clemson University and the founder of MKTG Rhythm, where he helps e-commerce businesses unlock hidden revenue potential.

mktgrhythm.com



Rob LeLacheur
Traditional Marketing



Rob LeLacheur is the owner of Road 55. He began his media career in the newspaper industry but left in 2017 to start Road 55. Using the tools of digital, social and traditional media, his company is focused on creating content that connects.

road55.ca



Sandee Rodriguez
Promotional Products Marketing



Sandee Rodriguez is a promotional marketing consultant and the owner of D and S Designs. She is also the founder and business advisor of Sandee Solves and leads high-level masterminds for successful women founders.

sandeerodriguez.com



Zack Seipert
Influencer/WOMM



Zack Seipert is a lifelong learner and student of all things marketing. He graduated from Utah Valley University with a B.S. in Digital Marketing.

[linkedin.com/in/zack-seipert](https://www.linkedin.com/in/zack-seipert)



Daniel Nestle
Strategic Communications
Public Relations



Daniel Nestle, an award-winning corporate communications and marketing innovator, leads communications in North America for a Japanese manufacturing and retail company. A true believer in curiosity and the power of conversation, Dan hosts a biweekly podcast, The Dan Nestle Show.

dannestle.show



Fiona Lucas
Community Building



Fiona Lucas is a skilled and innovative Australian-based Social Media Strategist, Trainer, Presenter and Author with over 30 years of experience in business and digital marketing. With a passion for building thriving online communities, Fiona specializes in delivering engaging training sessions that empower clients.

irespectonline.com



Mark Schaefer
Personal Branding



Mark Schaefer is a marketing strategy consultant, college educator, keynote speaker, and the author of ten books, including "KNOWN," "Marketing Rebellion," and "Belonging to the Brand."
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Brian Piper
Metaverse



Brian Piper is the Director of Content Strategy and Assessment at the University of Rochester. He is also a consultant, keynote speaker, and co-author of EPIC CONTENT MARKETING, Second Edition.
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Joeri Billast
Web3 (NFTs/Tokens)



Joeri Billast is a fractional CMO and Web3 marketing strategist. He is a bestselling author on Amazon and the host of the CMO Stories podcast, which is all about Web3 Marketing.
webdrie.net



Mary Kathryn Johnson
Artificial Intelligence



Mary Kathryn Johnson is a conversational marketing designer, strategist, and speaker. She helps businesses incorporate many of the AI tools discussed here and trains others how to do so effectively.
callmemkj.com



Anna Bravington
Experiential Marketing/UGC



Anna Bravington is a marketing strategist and co-founder of the agency Those That Dare. She is the host of the Crossing The Content Chasm podcast.
thosethatdare.com



PepperBrooks
Inclusive Marketing



PepperBrooks is a creative marketing strategist who blends empathy with technology, art, and psychology. Through PepperBrooks Media, she collaborates with kind and compassionate brands to elevate inclusive marketing.
pepperbrooks.com



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