

Additional Resources

- Chapter 1

<http://www.marketo.com/definitive-guides/definitive-guide-to-engaging-content-marketing>

- Chapter 2

<http://www.marketo.com/cheat-sheets/marketing-personas>

<http://www.marketo.com/ebooks/committing-to-content-a-modern-marketers-guide>

<http://www.marketo.com/ebooks/marketing-automation-runs-on-content>

- Chapter 3

<http://www.marketo.com/worksheets/content-marketing-tactical-plan>

- Chapter 4

<http://www.marketo.com/ebooks/lean-content-marketing-how-to-create-content-on-a-budget>

- Chapter 5

<http://www.marketo.com/ebooks/content-marketing-for-lead-generation>

<http://www.marketo.com/ebooks/lets-get-visual-visual>

- Chapter 6

<http://www.marketo.com/ebooks/solved-mysteries-content-roi>