



CREATING VIRAL EVERGREEN CONTENT

PROVIDE A SOLUTION TO A PRESSING ISSUE



Understand The Challenges Of Your Audience

Before writing anything, put yourself in their shoes to see how your content may be able to solve their problems. Find burning questions using online forums, discussion groups and your customer support team. Also ask customers on social media what they need.

BE AN EXPERT IN YOUR FIELD



Bust Some Myths

Posting content that you are an expert in provides an ideal opportunity to implement a myth-busting topic. Depending on the content, use videos, infographics, checklists, listicles or how-to-guides.

EVERGREEN CONTENT AND TRENDING TOPICS



Evergreen Content Stays Relevant For Longer

Trending topics have tremendous search and engagement benefits so why not get the best of both worlds. You can create evergreen content and combine it with some of the hottest topics everyone is talking about.

FIND AND CONNECT TO THE RIGHT NICHE



A Specific Niche Is Vital For Evergreen Content

Many users love engaging and sharing content within their niche which presents a unique opportunity. Create relevant, interesting and shareable content that appeals to them and they will post and re-post your content time and time again.



Viral Evergreen Content Strategy Tips For Small Business

Ryan T. Maddox



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Content

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