



Guide to Evergreen Content

How to Build a
Successful
Evergreen
Content Strategy



Highly Rated Evergreen Content Strategy For Beginners For Beginners

VM Jensen



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YouTube Channels For Dummies Rob Ciampa, Theresa Moore, 2015-04-13 Create content and build a YouTube channel like a pro Written by a successful YouTube channel producer YouTube Channels For Dummies shows you how to create content establish a channel build an audience and successfully monetize video content online Beginning with the basics it shows you how to establish a channel join a partner program and develop a content plan Next you ll gain insight into how to create content that builds a channel enhance the viral nature of a video encourage subscriptions and earn repeat views If that weren t enough you ll go on even further to learn how to get the word out about your channel and discover ways to enhance your potential profits That s a lot of info but it s easily digestible and simple to put into practice when it s provided in the accessible and trusted For Dummies format YouTube is the third most visited website on the Internet making it prime real estate for anyone seeking customers celebrity or education If you want to harness this irresistible platform and reach a global platform YouTube Channels For Dummies makes it easy In no time you ll have the know how to create a YouTube channel with regular subscribers who watch re watch and share your videos Includes ten easy tips for growing a raptured YouTube audience Details how to enhance the viral nature of a video Shows you how to create and maintain a YouTube channel that generates views and revenue Written by the producer of a leading YouTube channel **Content Marketing Strategies For Dummies** Stephanie Diamond, 2015-12-21 Drive your content marketing campaign toward success Blogs and social platforms are all the rage right now especially for strategists looking to cultivate influence among target audience members through content marketing Content Marketing Strategies For Dummies explains how you can use content marketing to gain an edge over your competition even in the most crowded of marketplaces This timely text introduces you to the Five C Cycle Company Focus Customer Experience Content Creation Channel Promotion and Closed Loop Analysis The Five C Cycle drives the creation and documentation of a targeted content marketing strategy and allows you to approach your content marketing campaign with confidence By helping you determine your company s focus uncover your customers experience with data develop channel promotions across social platforms create actionable online content and use closed loop analysis to build on previous success this will become your go to content marketing guide Content marketing entails creating and curating content online via blog posts social media platforms and more The goal is to acquire and retain customers by creating content that brings value to their lives and that encourages them to engage with your brand This easy to understand guide will help you do just that Analyze customer data to better understand your target audience s journey Leverage social platforms such as Facebook and Twitter to develop channel promotions Create and curate intelligent engaging content that leads to action Build upon your previous success with closed loop analysis Whether you work for a large corporation are part of a small business are a solo thought leader or are an educator Content Marketing Strategies For Dummies tells you how to gain a critical competitive advantage through targeted content marketing strategies **Journal of Horticulture, Cottage Gardener, and Country Gentleman (varies Slightly)** , 1913 *The Garden Magazine* , 1919

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