

# Evergreen Content Ideas

## That You Can Implement



**1**

Frequently  
Answered  
Questions  
(FAQs)



**2**

Customer  
Reviews  
/Testimonials



**3**

How-to  
Guides



**4**

Expert Tips  
& Suggestions



**5**

Listicles



**6**

Social  
Media  
Glossary



# Practical Evergreen Content Strategy Guide For Students

**Carol A. Spafford, George S. Grosser**



## **Practical Evergreen Content Strategy Guide For Students:**

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solidify what you're reading and learning you'll be able to fill these out with a pen. Don't be afraid to mark up this book. Why is this book different? You're not going to find corporate birds-eye mumbo-jumbo fluff in this content marketing guide. Quite the opposite. The author, Julia McCoy, won her way to the top, awarded as the top 33rd content marketer in 2016 the hard-knocks way. She dropped out of college and built a content agency, Express Writers, on nothing but 75¢ and the tenacity to go and follow her dream and see it through. Five years later, Julia's business has served over 5,000 clients and employs over 40 team members, and her content consistently ranks at the top of Google and among the highest shared for guest publications. Her go-to marketing strategy: A practical, hands-on content marketing approach that has ended up bringing her 99% of the clients her agency currently works with. With Julia as your guide, learn the principles and physical how-to behind these six key cores of effective content marketing: Module 1: Core Foundations of an ROI-Based Content Strategy; Module 2: Audience Persona Discovery; Sales Funnel; Content Mapping; Style Guidelines; Module 3: Understanding Keywords; SEO Opportunities; Creating Keyword Reports; Module 4: How to Build Content Cores; Your Content House for an Authority Presence Online; Module 5: Practical Content Creation; Your Site; Guest Blogging; Module 6: Content Promotion; Setting a Budget; Preparing Your Editorial Calendar; Maintenance. Along the way, you'll get to build a working content strategy from the ground up using the Brand Strategy Exercises in each module. Have your pen and thinking cap ready and a brand you want to build an entire working strategy for. Practical Content Strategy Marketing is a field guide for the smartest content marketers who know that strategy is the key to thriving in our world of new marketing through content. Bonus: leading business marketing expert Mark Schaefer joins Julia to write the foreword, and guests Sujana Patel, Michele Linn, Steve Rayson, and more appear in guest lessons throughout the book.

**Willing's Press Guide and Advertisers' Directory and Handbook**, 2006      **Subject Guide to Books in Print**, 1971      **ENC Focus a Magazine for Classroom Innovators**, 2000      ENC focus, 2000  
Resources in Education, 1993      *Dyslexia and Reading Difficulties* Carol A. Spafford, George S. Grosser, 2005 Drawing on hundreds of scientifically based research studies and informed teaching practices, this book provides teachers and parents with a repertoire of strategies and interventions to build rich literacy environments. Back cover      **Bibliography of Agriculture**, 1998      Daily Report United States, Foreign Broadcast Information Service, 1995      *Current Index to Journals in Education*, 1980      **Bibliography of Agriculture with Subject Index**, 1984      **Daily Report**, 1995      **The British National Bibliography** Arthur James Wells, 2000      **Forthcoming Books** Rose Army, 1985

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