

THE ULTIMATE GUIDE TO **EVERGREEN** CONTENT MARKETING

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search engine visibility



 **LeadAdvisors**

In Depth Evergreen Content Strategy Guide For Small Business Owners

Cheri Lucking, Peter Lucking



In Depth Evergreen Content Strategy Guide For Small Business Owners:

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planning and posting content that sells and engages your audience which spells the difference between customer retention and missed sales All you need to know is how to shoot your message like an arrow that your audience can't take off their chest Gary Vee breaks it down You need to spend all of your time and energy on creating something that actually brings value to the people you're asking for money According to Pew Research 77% of US Adults go online daily This means you can reach 77% of a whole nation in one day if you know how It is time to discover the right roadmap to present your content and get the exposure you need to turn even a farmers shop into a worldwide company like Whole Foods Market Author Gavin Turner knows what your audience wants and soon you will too In this complete step by step guide Content Marketing Proven Strategies to Attract an Engaged Audience Online with Great Content and Social Media to Win More Customers Build your Brand and Boost your Business you will discover Successful online content marketing strategies that big AAA companies use everyday How one simple marketing step can rally your audience behind your mission and vision Shortcuts to becoming an expert who can write content that sells and persuades Quick start action steps that will instantly improve your content marketing results The one concept you have to master to create more shares and likes than any other Easy to implement step by step processes to keep you in control of your online footprint Roadmaps and guidelines to building winning content marketing plans that no one else will ever tell you and much much more Added BONUS Bonus 1 Includes a Bonus Chapter on how to create an effective 2 way marketing combination to leave all competitors behind Bonus 2 Book preview on how to effectively promote your content on online platforms being used by more than 3 billion people Whether your business is small or big a start up or an established venture the strategies contained in this book will make your companies name stick in everyone's head Content marketing is the only marketing type for everyone All it requires is your personal DNA passion and a message to share Scroll up and click the Buy Now button to instantly increase your sales by choosing the right content for your customer

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nine companies comprising dozens of brands and has 20 years of experience in Digital Marketing Public Relations and Corporate Branding He is a second generation public relations specialist is ranked as one of the Top 10 Digital Marketing Consultants in the USA has founded three award winning Marketing and Public Relations firms and is a Best Selling Author who has written 20 books on the subjects of Entrepreneurship Leadership Branding and Digital Marketing *The Beginner's Guide to Content Marketing* Teresa Miller,2023-12-20 In today s digital landscape where every click floods us with information capturing and holding customer attention is an art This book unveils the strategic linchpin businesses of all sizes leverage content marketing It s more than just promotion it s about creating valuable relevant and consistent content to attract and retain your audience Discover why content marketing isn t just about sales pitches but about providing authentic value Today s consumers seek more than products they crave meaningful experiences and authenticity This book reveals how content marketing serves as a platform to engage educate entertain and build trust based relationships Learn why it s essential in today s world where consumers actively research and seek insights before making a purchase Content marketing positions businesses as reliable sources aiding consumers decision making process while subtly guiding them towards offerings Explore the versatility of content marketing across various platforms from social media to podcasts adapting seamlessly to diverse audience preferences In an age where authenticity reigns supreme this book uncovers the cornerstone of successful business strategies driving brand loyalty and sustainable growth Join us on this journey as we uncover the intricate strategies and insights that pave the way for a successful content marketing venture

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