## **EVERGREEN CONTENT VS. TIMELY CONTENT**





# **Expert Evergreen Content Strategy Ideas With Low Investment**

**Guillaume Favre** 

#### **Expert Evergreen Content Strategy Ideas With Low Investment:**

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strategy for brand building and a method for implementation Leverage content effectively and efficiently to build their brand Develop a marketing and social media strategy using the right platform **Brandweek**, 2010-10 *Database*, 2002

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