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How Do I Evergreen Content Strategy Ideas For Introverts

Pamela Wilson



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The Content Strategy Toolkit Meghan Casey, 2023-05-11 In this essential guide Meghan Casey outlines a step by step approach for successful content strategy from planning and creating your content to delivering and managing it Armed with this book you can confidently tackle difficult activities like explaining clearly to your boss or client what's wrong with their content getting the budget to do content work and aligning stakeholders on a common vision Having The Content Strategy Toolkit at your side is like hiring your own personal consulting firm You get a complete array of instructions tools and templates for most challenges you'll face In this practical and relevant guide you'll learn how to Identify problems with your content and persuade your bosses it's worth the time and resources to do it right Assemble a stellar team for your content project Prepare your organization for content transformation Make sense of your business environment and understand your audience Align stakeholders on business goals and user needs Set a compass for your content and decide how to measure success Create maintain and govern on strategy content You'll learn how to treat content like the strategic asset that it is Quality content increases value Poor quality content destroys value It's as simple as that Meghan's book has specific practical and immediately actionable ideas that will help you increase the quality of your content

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