



# Guide to Evergreen Content

How to Build a  
Successful  
Evergreen  
Content Strategy



# No Bs Evergreen Content Strategy Guide Near Me

**Margot Bloomstein**



## **No Bs Evergreen Content Strategy Guide Near Me:**

**Your Book, Your Buzz** Megs Thompson, 2025-08-04 You built the business now it's time to tell people about it You poured your heart into birthing a business that combines your passion purpose but now what Whether you're already a successful small business owner looking to reclaim your time stop dreading the content planning process or a self-employed hopeful still dreaming about birthing your own business overwhelmed with the insane number of tasks you need to tackle I've got you Inside you'll learn how to Brainstorm amazing content ideas that speak to YOUR ideal audience Map out a content plan that fits YOUR style Ditch the stress headaches dread associated with content planning Rest easy knowing you're a badass boss your content shows it Written in a warm witty you've got this tone that feels more like a coffee date with your bestie than a business manual this is the guide every creative business owner needs when it's time to do the damn thing

**Practical Content Strategy & Marketing** Julia McCoy, 2017-11-27 Finally a real life practical industry guide on content strategy and marketing Practical Content Strategy Marketing is your go-to guide on a practical content strategy and marketing education created by author Julia McCoy as a written accompaniment to her new course the Content Strategy Marketing Course [www.contentstrategycourse.com](http://www.contentstrategycourse.com) If you run a business or if you're trying to break into a top dollar content marketing career you need to know the practical concepts involved in content strategy and marketing The how the why the where of content Content marketing itself involves so many platforms formats content types strategies tools and to get the most ROI from your approach to content marketing and strategy you have to know how to do the most important content marketing practices Forget FOMO and trying to figure out too many things This guide will teach you the most important foundations and skills you actually need in order to get far in our booming industry of content marketing For the first time in the industry Practical Content Strategy Marketing lays the hows of content marketing and strategy out in a step by step approach book form Each section has written exercises built to 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

**Content Creation** George Pain, 2018-02-10 Do you have no idea how to get traffic to your blog You have a blog and are active on Social Media You post often ok most of the time To be really honest you haven't posted anything worthwhile in a long time It's just so hard to keep a consistent flow of content going on a daily or weekly basis You found inspiration today and created a masterpiece but there is no way you can repeat that weekly You need some sort of strategy to make it work This is what this book is all about giving you a plan not only to create your content but also to automate the publishing By the end of this content creation strategy guide you will know the best way to Here's What's Included In this Book Plan for great content Create quality content Use scheduling tools to automate your publishing and make engagement easy Content Scheduling Content Automation Content Writing Tips Scroll up and download now

[Content Strategy](#) Prabhu TL, 2024-12-02 In today's digital first world content is king but a throne is useless without a strategy Content Strategy Mastering the Art of Creating Distributing and Scaling Impactful Content is your ultimate guide to navigating the complex landscape of content creation and management Whether you're a seasoned marketer a small business owner or a content creator this book equips you with the tools and techniques to craft content that captivates your audience and achieves your goals Content has evolved far beyond traditional marketing It's about building trust sparking meaningful conversations and driving measurable results This book bridges the gap between creativity and strategy offering a step by step roadmap to turn your content into a powerhouse for growth From understanding your audience to leveraging cutting edge trends like AI personalization and interactive content this comprehensive guide covers it all What You'll Learn 1 The Foundations of Content Strategy Discover what content strategy is and why it's essential for success Learn how to identify your audience define goals and create a clear roadmap 2 Building a Winning Content Strategy Master the art of content auditing idea generation and editorial planning Align your content with your brand's objectives and audience needs 3 Crafting High Impact Content Create engaging SEO optimized and visually appealing content Explore storytelling techniques and AI driven tools for enhanced creativity 4 Effective Content Distribution Learn how to select the right platforms repurpose content and automate workflows Collaborate with influencers and leverage earned owned and paid media channels 5 Measuring and Optimizing for Success Track performance metrics conduct A/B tests and refine your strategy Turn insights into actionable improvements for continuous growth 6 Advanced Strategies for

Modern Trends Embrace trends like short form videos user generated content and immersive experiences Stay ahead of the curve with personalization and AI powered insights 7 Scaling Your Content Efforts Build a content team streamline workflows and maintain quality while scaling Use tools and templates to make content creation and distribution efficient 8 Inspiring Real World Case Studies Learn from the successes and failures of top brands like HubSpot Airbnb Nike and Coca Cola Why This Book is a Must Read This book goes beyond theory Packed with actionable tips templates and examples it s a practical manual for anyone looking to unlock the true potential of their content Whether you re starting from scratch or refining an existing strategy this guide will help you connect with your audience stand out in a crowded market and drive meaningful results Who Should Read This Book Marketers looking to refine their content strategies and improve ROI Entrepreneurs and Business Owners aiming to grow their brands through impactful content Content Creators seeking to make their work more strategic and results driven Students and Beginners wanting to learn the fundamentals of content strategy Embark on Your Content Strategy Journey Today Content Strategy Mastering the Art of Creating Distributing and Scaling Impactful Content is your essential companion in the fast paced world of digital marketing Take the first step toward crafting content that not only stands out but also drives success Unlock the power of strategic content Your journey starts here

**The Profitable Content System** Meera Kothand, 2019-09-19 Are you scrambling to fill your content pipeline week after week with little to show for it in terms of results No subscribers No brand authority No shares Do you wish you had a yearly plan for your content based around your products and services one that helps you create content that doesn t just languish on your blog s virtual shelves but that actually brings you sales Do you desperately desire a content workflow that doesn t seem crazy overwhelming If you think your content does nothing for you and that it s a waste of time If you ve been leaving the return on investment from the time you ve spent creating content to chance or luck then you could use the Profitable Content System If you offer products or services and want to create content that directly drives sales this book will be right up your alley Here s what s packed in this how to guide How to strategically create an array of content pieces that make your products and services fly off your virtual shelves This ONE framework is all you need to seamlessly move your subscriber through his her purchasing journey The 8 step system that brought in 14 000 in sales and how you can replicate that for your own business Why content repurposing has NEVER worked for you and the minimum viable repurposing method that will change that Grasp the ins and outs of how to map out and launch your own profitable content campaigns to skyrocket your business no more confusion just an actionable plan for results Marketing blueprints that you can follow examples for service based coaching and digital product businesses Imagine delivering the right type of content that not only delights your audience but also leads to your Stripe and PayPal accounts pinging with joy Imagine having the confidence that comes from knowing that every month will be a solid four or five figure month even when you do minimum viable promotions That s the power of a profit driven method of content planning It ll radically change how you approach content and plan your

business Ready to discover a system that supercharges the content you create and ties it directly to revenue Then scroll to the top and click or tap Buy Now You don't just want random content pieces You want sales You'll learn how to harness the Profitable Content System to deliver those in abundance Content Strategy at Work Margot Bloomstein, 2012-01-25

Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you're slogging through theory or buzzwords there's no denying content strategy is coming of age But what's in it for you And if you're not a content strategist why should you care Because even if content strategy isn't your job content's probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where's the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects

**Inbound Content** Justin Champion, 2018-04-24 Develop and implement an effective content strategy tailored to your business's needs Inbound Content is a step by step manual for attracting the right people turning them into leads and closing them into customers Today everyone knows that content is king It's how we engage how we inform and how we pass the time content is everywhere and if you're not leveraging its power to promote your business you've already been left behind Having a website and social media is not enough if you truly want to take advantage of unprecedented levels of connectedness you have to create content that draws customers in It's not about blindly expanding reach it's about reaching out to the right audience Today's marketplace is no longer about chasing the sale with the right approach to content your customers will come to you Your content must be valuable relevant and consistent but how should it be implemented at the actual content creation level This book shows you how to develop a unified strategy create compelling content tailored to your needs and utilize that content to its greatest advantage in order to build your brand Discover the power of storytelling and generate effective content ideas Plan a long term content strategy and a content

creation framework Create great content promote it measure it and analyze its performance Extend your content's value become a more effective writer and develop a growth mentality Effective content is worth its weight in marketing gold It stands out from the noise and to the customer looks like an oasis in a desert of clickbait and paid reviews Inbound Content shows you how to plan build and implement your content strategy for unprecedented engagement and sales *Content Strategy Planner* Sara Eatherton-Goff,2016-03-16 Blog planning doesn't have to be complicated Whether you're a brand new blogger soon to be blogger or a current one looking to simplify your content for up to 12 months the Content Strategy Planner is for you It includes private access to the blog planning video workshop and mini printable workbook from GoffCreative dot com in addition to all the internal resources tracking planning and prep for Blog and reader planning and overview Blog content mapping strategy and tips Guided editorial content preparation for 12 months Email marketing overview and plan Editorial calendar Monthly personal and professional planning Monthly prep sheet email growth analysis etc Email marketing map the foundation for your strategy each month 12 months of analytics recording stats 12 months of blog growth analysis Guest blogging opportunity tracking And more Uncomplicate the blog content planning process with this simple guided planner that'll walk you through every important facet of developing a strong blog to help support your business online or allow your blogging hobby to be taken seriously But before you buy this planner note that it's not for you if you have more than one blog that you manage or if you send more than 8 emails a month to your audience Yes you could make it work but I wouldn't recommend it Also this book doesn't linger in the past It's a forward focused blog planner intended to help you do just move forward with your blog So if you're looking for 20 pages of reflection from the previous 12 months slapped in the first part of the planner it's not for you either There's plenty of thorough tracking but it also won't keep you detailing the past for hours on end If you want a serious blog planner with a focus on growth preparation and built on a high functioning strategic process then this planner is exactly what you're looking for Buy the Content Strategy Planner now *The Elements of Content Strategy* Erin Kissane,2011 Content strategy is the web's hottest new thing But where did it come from Why does it matter And what does the content renaissance mean for you This brief guide explores content strategy's roots and quickly and expertly demonstrates not only how it's done but how you can do it well A compelling read for both experienced content strategists and those making the transition from other fields Back cover **How to Build an Audience as a Content Creator** James Oliver,2025-11-17 Are you tired of posting content that no one sees Do you dream of building a loyal audience turning your creativity into income and finally standing out in today's noisy digital world You're not alone and this book is your blueprint How to Build an Audience as a Content Creator is your complete up to date roadmap to growing your presence across social media and digital platforms even if you're starting from zero It breaks down everything you need to know from finding your niche and mastering content strategy to using analytics AI tools and brand storytelling to build an audience that truly connects with you This isn't just another social media guide It's a hands on realistic playbook

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**Practical Content Strategy & Marketing** Julia McCoy,2020     [The Story Engine](#) Kyle Gray,2017-05 The Story Engine provides your with everything you need to reap the benefits of content marketing You ll learn how to plan content marketing success early and how to avoid common pitfalls We will explore how to build a team to handle time consuming parts of creation and still feel secure knowing that your content fits your unique brand All this without breaking your budget Back cover

**Free Traffic** Franck Scandolera,2025-08-27 Do you want more visitors to your website but don t have the budget for Google Ads or Facebook Ads No problem we can do without That s exactly why I wrote this practical guide Today focusing on acquiring free traffic is the best way to build a solid and sustainable online business I offer you a multitude of techniques some simple others more advanced to generate traffic to a site without an Ads budget In this practical guide I share with you all the strategies that really work step by step to increase the visibility of your website e commerce site or sales funnel This book answers a simple question how to generate thousands of visitors without an advertising budget You ll find precise methods to Use natural search engine optimization SEO and attract a steady stream of visitors thanks to Google Optimize your visibility in AI search engines Google AI Overview ChatGPT Perplexity using GEO Generative Engine Optimization and AEO Answer Engine Optimization Create content that attracts people over the long term



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those pitches every day or if you are that 5 000 a month firm I ll help you increase your value proposition 10 fold Want to get your brand or product featured on major outlets like NBC FOX Yahoo or lifestyle TV shows without spending a fortune on PR Are you a PR rep trying to land more placements for your clients I highly recommend Brody Wooddell to anyone looking for a creative reliable and results driven partner to help launch or grow a business I ve had the pleasure of working with Brody through our globally syndicated health and wellness show Bloom and he has consistently delivered above and beyond From bringing top tier guests to the show to crafting engaging online stories that truly captured the essence of each segment Brody has a rare talent for blending strategy with storytelling He understands what works knows how to get results and is simply a joy to collaborate with Any venture would be lucky to have his passion insight and expertise on board Gayle Guyardo 30 Year News Veteran Host of BLOOM TV on NBC In this real no bs guide lifestyle editor and executive digital content producer Brody Wooddell shares the exact strategies he s seen work from inside the newsroom As the person PR pros pitch every day he knows what gets coverage and what gets ignored You ll learn what producers actually look for how to write pitch emails that get opened and how to build real relationships that lead to repeat coverage You ll also get the brutal truth about how news and lifestyle media really work and how to make AI work for you without sounding like a robot From subject lines to story angles Brody shows how to use tools like ChatGPT to strengthen your pitch not sabotage it Whether you re a small or big business owner startup founder or publicist trying to get results this guide is built to help you land press You ll learn What producers actually want in a pitch The subject lines and emails that get opened with real examples How to build long term media relationships that lead to repeat coverage Why most pitches fail and what to do instead How to avoid paying for PR that doesn t work or get guaranteed coverage for your PR clients A peek into the decision making process How to stack the deck in your favor What brands and experts are saying Thanks to Brody s guidance Alejandra s Leather was featured on Bloom s website and later in an interview on Bloom TV That exposure gave our brand valuable visibility in the greater Tampa area we re truly grateful Alejandra Alejandra s Leather Brody Wooddell brings a fresh outside the box approach to securing media coverage From booking national experts in jiu jitsu and relationships to pitching clever demo friendly ideas that light up lifestyle TV segments his creativity and instincts consistently deliver standout results Elizabeth M Creator Former Executive Producer syndicated BLOOM TV Brody s article gave us a huge boost in credibility and helped spark conversations with people who might ve never taken that first step It played a real role in getting new patients through the door and solidifying what Overtime stands for Julian B Co Founder Overtime Men s Health Brody is an expert in his field and master in his craft This book has helped me take my business to the next level and will undoubtedly help you Stephen B Co Founder Tampa Baysic

**Master Content Strategy** Pamela Wilson,2018-10-25 A masterclass in content marketing strategy for content creators at every stage of the journey

**The One Hour Content Plan** Meera Kothand,2017-08-18 This book will help you unlock a full year s worth of blog traffic building content ideas in 60 minutes or less

**What Is**

**Content Strategy? A Beginner's Guide To Standing Out Online** Sandra Shillington,2019-06-14 If you re looking for content marketing made easy this book gives you a simple plan to get started The companion guide to The One Year Content Strategy Workbook this book answers the basic questions many entrepreneurs have when they first think about digital marketing It guides you through the one year content planning journal so you can create client attracting to content for your business It will help you create an editorial blog calendar and develop a digital marketing strategy through defining your brand identity target market audience persona and content style guide It will help you develop a content plan and strategy for your business organize your ideas and create an editorial blog calendar *How to Manage Content* Maeve Bennett,2021-02-06 How to Manage Content The Ultimate Guide to Successful Content Marketing Learn the Tricks on How to Create and Distribute Content That is Guaranteed to Build an Audience Any business needs a solid marketing plan in order to become a success One of the ways to know that your marketing plan is effective is to make sure it is current or ahead of the curve One of the most powerful things any business can add to its marketing strategy is content marketing This is usually done online mainly through the use of social media blogs videos and many more Content marketing is important because it helps your conversion rates Statistics show that content marketing provides six times higher conversion rate than other digital marketing methods This book will teach you how to come up with content that is designed to build an audience that would keep coming back for more You will discover how to plan a content marketing strategy that will work for your business You will discover how to create compelling content that can help your business build strong relationships with your customers You will learn the tips on how to come up with well crafted content that will bring targeted traffic to your site This book will discuss the following topics Developing Your Content Marketing Strategy Finding Your Audience Making the Right Offers Creating Your Content Distributing Your Content It is important to create engaging and high quality content in order to build your loyal audience that can help your business achieve even greater heights If you want to learn more about how you can have a successful content marketing strategy for your business scroll up and click add to cart now

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