



# Guide to Evergreen Content

How to Build a  
Successful  
Evergreen  
Content Strategy



# Essential Evergreen Content Strategy Guide From Home

**Deepak**



## **Essential Evergreen Content Strategy Guide From Home:**

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Taulbee Jackson,Erik Deckers,2013-07 The Petraeus Doctrine for the 21st Century Marketer The Owned Media Doctrine is to Marketing what The Petraeus Doctrine was to modern warfare a complete re thinking of philosophy strategy and tactics dictated by the way war has changed Just like in warfare marketing and media is not at all what it used to be but marketers are still fighting the battle like it s 1965 The Owned Media Doctrine is just that a new doctrine for Marketing A new philosophy strategic approach and operational model for the marketing operations function based on how media works today and how it will work in the future It s the marketer s field manual for today s two way real time media environment In this remarkable and remarkably useful book Jackson and Deckers provide the granular step by step instructions and advice that senior digital marketers have craved for years This is the book you ll keep on your desk forever or at least until they have time to write the 2nd edition Jay Baer Convince Convert Reis and Trout changed the way we think with Marketing Warfare Anderson did it with The Long Tail Jackson eloquently welcomes us to the new age of Owned Media and the reality we face as real time marketers An immediate must read and more importantly an immediate must do Michael Grimes VP Omni Channel Marketing at Finish Line Everything in this book just makes so much sense If the words content or marketing are anywhere in your job description do yourself a favor and read it cover to cover Shelly Towns VP of Product at AngiesList com The Owned Media Doctrine will show you a future proof way to advance your marketing efforts based on real world experience with some of the largest brands on the planet and it will let the ever changing media ecosystem evolve around you rather than the other way around

*Affiliate Marketing for Absolute Beginners: Earn Your First Commission Online*  
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