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Media Marketing: Building an Evergreen Library

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Creating content that always brings traffic to your website and social media can have compounding returns over time. Evergreen content is anything from blogs, social media posts, and website content that has sustained visible interest over time. Producing evergreen content can have a significant impact on your SEO strategies. Evergreen content only requires a little more updating than timely content and ranks well for high-volume keywords. The longer a piece of content stays relevant, the more opportunities for it to climb the SERPs. That means your evergreen content has vast potential to rank on search engines and drives organic traffic to your site.

What is evergreen content, and why is it important?

Evergreen content refers to website content that remains relevant and useful for an extended period, regardless of the passage of time or changing trends. It is called "evergreen" because, like an evergreen tree, it remains fresh and green all year round, even in the face of changing seasons.

Evergreen content is important because it can continue to drive traffic to a website long after it is published, providing long-term value to the website and its audience. For example, when the content addresses a specific topic or question that people will continue searching for over time, it provides value to readers even after its publication.

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Topical vs. Evergreen Content, which is Better?

Topical and evergreen content has unique advantages, and the choice between the two largely depends on the goals and needs of the content creator.

Topical content is relevant to current events, trends, and news. However, it has a short lifespan and is typically only suitable for a brief period. Topical content can be highly shareable and quickly generate traffic and engagement. However, it also quickly becomes outdated and may not provide long-term value.

Evergreen content, on the other hand, is content that remains relevant and valuable over time. It covers topics always in demand and provides evergreen information that readers can refer to for months or years. As a result, evergreen content may generate less traffic in a short period, but it can give consistent traffic and value over the long term.

Ultimately, the choice between topical and evergreen content depends on the goals of the content creator. For example, topical content may be the better option if the goal is to generate traffic and engagement quickly. However, if the goal is to provide long-term value and consistent traffic over time, then evergreen content may be the better choice. Ideally, a content strategy should include topical and evergreen content to provide a well-rounded and comprehensive approach.

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1. How-to guides/tutorials: These are step-by-step instructions for doing something. Examples include "How to Write a Resume," "How to Make Pizza at Home," and "How to Train for a Marathon."
2. Lists: Lists are easy to read and share, and they provide a lot of information in a concise format. Examples include "10 Ways to Save Money on Your Grocery Bill," "5 Best Books to Read for Productivity," and "Top 15 Places to Visit in Europe."
3. Frequently Asked Questions (FAQs): FAQs are a great way to address common questions and concerns about a particular topic. Examples include "FAQs About Home Insurance," "FAQs About Social Media Marketing," and "FAQs About Starting a Business."
4. Case studies: Case studies provide real-life examples of how a product, service, or approach has been successfully implemented in a particular situation. Examples include "How Company X Increased Sales by 50% with Content Marketing," "How Nonprofit Y Raised $1 Million for a Cause," and "How School Z Improved Student Performance with a New Curriculum."
5. Infographics: Infographics are visually appealing and provide information in a format that is easy to digest. Examples include "The Benefits of Yoga," "The Evolution of Social Media," and "The Science of Sleep."
6. Glossaries: Glossaries provide definitions and explanations of key terms and concepts related to a particular topic. Examples include "Glossary of Investment Terms," "Glossary of Legal Terms," and "Glossary of Marketing Terms."

These are just a few examples of standard formats/types of evergreen content. The key is to create content that provides value and remains relevant over time.

13 Tips for creating evergreen content

1. Choose a Timeless Topic: Evergreen content should focus on topics that are always relevant to your audience. Avoid issues that are trendy or have a short lifespan.
2. Research Your Topic: Conduct thorough research on your chosen topic to ensure you completely understand the subject. Use credible sources and fact-check all information.

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5. Include Visuals: Visuals such as images, <u>videos</u>, infographics, and graphs can break up long blocks of text and make your content more engaging.

6. Optimize for SEO: Optimize your content for search engines by including relevant keywords and metadata.

7. Make it Shareable: Make your content easy to share on social media by including share buttons and crafting catchy headlines.

8. Update Regularly: Keep your evergreen content up-to-date by regularly reviewing and updating it. Regular updates will ensure that it remains relevant and valuable to your audience.

9. Use Evergreen Formats: Use timeless formats, such as how-to guides, listicles, and tutorials. These formats are always popular with readers and easily update over time.

10. Be Accurate: Ensure all information in your evergreen content is accurate and up-to-date. Cite your sources and avoid making assumptions or providing false information.

11. Make it User-Friendly: Make your content easy to read and navigate using subheadings, bullet points, and short paragraphs.

12. Repurpose Your Content: Repurpose your evergreen content into different formats, such as videos, podcasts, and <u>social media posts</u>.

13. Promote Your Content: Promote your evergreen content through social media, email marketing, and other channels to ensure that it reaches a broader audience.

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How to create a media library

To create a media library for marketing, you can follow these steps:

1. Determine the purpose and scope of your media library: Consider what media types you want to include, such as <u>images</u>, videos, audio, graphics, etc. Also, consider the target audience, the channels where you will distribute the content and the goals you want to achieve.

2. Choose a platform for your media library: Many digital asset management (DAM) platforms are available to help you store and organize your media. Some popular options include Widen, Bynder, and Adobe Experience Manager. You can also use a cloud-based solution like Google Drive, Dropbox, or OneDrive.

3. Define your folder structure and file naming conventions: A consistent and intuitive folder structure and file naming patterns will make it easier for your team to find the media they need quickly. Use a logical hierarchy of folders and subfolders, and create a naming convention that makes sense to everyone.

4. Create metadata for your media files: Metadata is descriptive information about a file, such as its title, author, date, keywords, and usage rights. Adding metadata to your media files will help you search and filter your library and track usage and licensing.

5. Import and organize your media: Once you have your platform, folder structure, and metadata, you can import your media files into your library. Arrange them according to your folder structure and add the appropriate metadata.

6. Train your team on how to use the library: Provide training and guidelines for your team on how to use the library effectively. Creating

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Build your audience with consistent evergreen content with Pastry Virtuosity and Chef Jimmy MacMillan.

Creating evergreen content boils down to discovering what your audience wants. By effectively making evergreen content a part of your SEO and content strategy, it can become a powerful drive for growth and traffic. Pastry Virtuosity can assist you with all your content needs. Connect with Chef Jimmy to get started in building your evergreen strategy.

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