

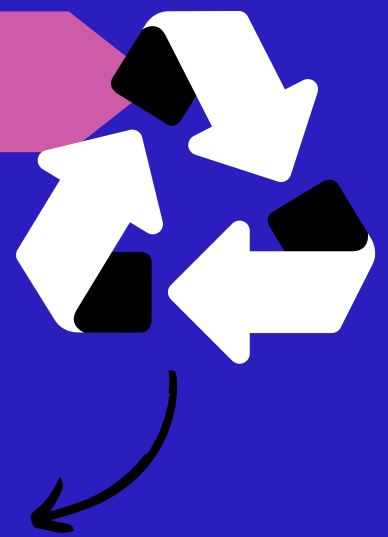
LEARN THIS TO

MASTER THE ART OF CONTENT MARKETING

01

CREATE EVERGREEN CONTENT

Writing evergreen content means generating more new leads with less effort. Evergreen content can be repurposed as a support article or podcast topic.



02

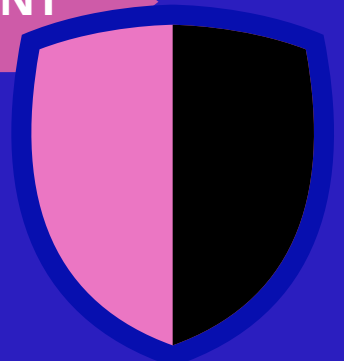
CREATE CORE CONTENT

Core content reflects many things about your brand and product. It tells your audience what your product/service does to solve their problems.

03

CONTROL & PROTECT YOUR CONTENT

You never know when your content platforms will shut down and make your content inaccessible. Make sure you have some backups and regularly check your content.



REMEMBER

- Make sure you allow your audience to know more about certain topics by providing a relevant link to your evergreen content.
- Core content needs to be supported with related content that encourages people to read the core and drive sales.
- The external platform can get a shutdown due to several reasons. Save all your content on your devices.

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