

Marketing Tip: Why you must use evergreen marketing in 2014

Christo: Hey there guys. Welcome back. I've got a great marketing tip for you which I really wanted to share because this is a really sustainable tip which can allow you to kind of create momentum moving forward where it's kind of like your marketing can begin to snowball. You can do something once, you can kind of set and forget, leave it alone so that it's going to market for you forever. So rather than creating marketing that... Every time you have to do the marketing. Like you actively have to do something or speak to someone or write something, you do it and then you blast it out there and then it disappears. And the next time you go to market you have to do something again to make it happen.

What I'm talking about is what's referred to as evergreen marketing. So it's basically marketing where you create something and it's going to work for you forever as long as you keep it in existence. So some examples of evergreen marketing... What on earth might that be? Things like a blog post or an online video or even an information graphic, like an information resource, something you can give away and you can encourage people to share and share and share. As long as it's valuable like an information graphic the valuable content that people would be likely to share and share through social media. Then of course, they'll hang on to it forever and it's more likely to continue to market for you if they hang on to it and if it's valuable information that they're likely to share.

The same with videos. You could pop it somewhere like YouTube. It's going to give you some brand exposure. It's going to generate traffic back to your website because you've got it there, you then pop video on your blog page, have it transcribed, then you've got content on your website which is also going to assist your website with its search engine rankings. So, that kind of marketing is basically... Create the content once, you leave it and it's going to work for you forever.

So if you've created a blog post on some certain topic and somebody searches for that topic, Google's going to bring them to your website and you're going to get free traffic. The more and more you create, the more it's going to start to snowball. So it can take a little while to get real traction to

see massive results from this kind of strategy, but once you've implemented it a few times over, you'll start to see amazing results.

I'd love to hear from you. If you have ideas for other evergreen style marketing creations that you can **[inaudible 00:02:23]** let us know, we'd love to hear, below here, your comments. I'd love to hear what you take out of this video as well. The insights that you take. What comes to mind for you to share below in the comments as well. Click "like," share it with a friend, we'd love to hear from you soon. Bye for now.