

EVERGREEN

INTERNET PROFITS



GUIDE 6:

How To Create Content That Truly Sticks

How To Create Valuable Content That Truly Sticks

In the online world, you will often read or hear these words, “content is king.” This is why many businesses have started to employ content marketing strategies by putting up blogs on their sites and posting their content in many different places.

Publishing valuable content that actually helps people is not only good for your brand’s SEO, but it also encourages engagement with your audience. It also sets you up as an authority or thought leader in your niche, which in turn leads to new sales for your business.

The Most Popular Types Of Content You Can Use

Content can come in many forms. It can be in text format like in articles or blog posts, it can be in video format like those you see in YouTube videos, or it can be in an audio format like those you listen to on podcasts.

With so much competition nowadays, people are always coming up with new ways to make their content stand out. In this section I’ll show you the most popular types of content you can use to promote your evergreen product:

Articles or blog posts

These text-based content are evergreen forms of content that some people will always favor. Search engines, for one, use your written content to rank various pages of your website.

Research has also shown that businesses who actively blog get more traffic to their sites than those who don't.

Informative articles, how-to posts, product reviews, and more, are what usually brings people over to your website. People read your content, and they make decisions based on the information you present to them.

Videos

There are many video platforms available, but I'm sure the first thing that popped into your mind was YouTube. YouTube is the second biggest search engine, right after Google. People go on YouTube to watch all sorts of things.

For your evergreen business, YouTube video marketing has a lot of benefits for you. You can make videos telling people how to use your product in the real world, or you can show them why your product is better than your competitors.

This is the sort of valuable content that may prove popular with your followers.

Podcasts

Podcasts have become quite popular in recent years. Many people love podcasts because it allows them to consume content even when they're driving or working out at the gym. In short, it allows people to multi-task.

If you make podcasts as part of your content marketing strategy, you will appreciate the fact that creating it is as easy as recording yourself speaking on a microphone.

You can quickly establish yourself as a thought leader in your industry if you provide a lot of value to your listeners.

Infographics

Infographics can cost you a pretty penny if you don't know how to make it yourself. But people love infographics as it's far easier to consume than reading two pages of text that contain the same information!

In addition to providing valuable content at one glance, people can also easily link to your infographic when they mention it in their posts. This gives you plenty of backlinking opportunities which is great for your website's SEO.

Infographics are also quite popular on social media, so don't forget to share it on your social media channels and ask your followers to share it with their network as well!

The 5 Ingredients That Make Content Great

Before I teach you how to create content that truly sticks, let me show you first these five 'ingredients' that define what great content is.

It's original

Google hates duplicate content. And so do your readers. If you want people to continue following you, it's best to stand out from the crowd. Don't just copy and paste other people's content because it can get you in a lot of trouble.

Also, don't even think of using robots or content spinners to create spun content. This just results to more garbage content on the Internet.

If you truly want your content to be great, then you need to create original content. And by original, I don't mean rehashed. If you want to establish yourself as an authority in your niche, then you need to take the time to write something that not many other people know.

Or if you don't have the expertise, then you can outsource it to someone who actually knows the subject.

The point is that people, and search engines, will reward you in the long run for taking the time to make original content.

It's actionable

I'm sure you've come across articles that were well-written but kept you hanging at the end. Why? Because there's no call to action or the content itself wasn't actionable at all. What you just read doesn't tell you what you're supposed to do so it leaves you confused.

If you want people to recognize your content as being great, then you're going to have to give out actionable advice or tips in your content.

You don't have to give them a step-by-step breakdown, but your content should at least make it easy to identify what your audience needs to do to apply the information you're giving them.

It's got a great headline

The headline is the first thing people see when they come upon your content. They're not going to jump into the body, no. They're going to read what your headline is all about and only then will they decide if they want to continue reading.

In essence, a great headline is what makes your reader want to continue. If you wrote a generic and boring headline, your readers might not want to go far enough to read the first paragraph. They'd just close the browser tab and move on to the next website.

It solves a pain point

People will check out your content if they think you can help them. If you're offering the solution to a problem or you have the answer to their questions, then they're going to check out your content. But nowadays, people don't just want answers.

They want answers fast. They want answers immediately.

Even if you do have the answers to their questions, if they can't find it quickly, they're going to leave and look somewhere else. Make sure you structure your content in such a way that your audience can immediately see what they came to find.

It's written in a language your audience understands

This is an important ingredient for making great content. First of all, you need to know who your audience is so you know the kind of language they use, their slangs and terminology.

If your content is geared primarily towards millennials, then use their language. Don't use difficult words that are more fit for people in the academe.

By using their language, you're making your content relatable. You're making it easy for people to trust you and they'd easily welcome you into their community because you belong. Your language will tell them that you're one of them.

How To Create Content That Sticks

Now that you know the different kinds of content you can use as well as the ingredients that make a piece of content great, it's time to show you how you can create content that will truly stick or resonate with your audience.

1. Understand your audience's journey

When creating content, it's important to identify or recognize the stage your target audience will be at in your sales funnel. For example, if you want to bring your brand in front of a new or cold audience, you're not going to sell to them immediately.

You need to warm them up first so they'll trust you. You need to position yourself as an authority or as an expert so they'll move further down your funnel. On the customer side of things, it's called their journey.

But on the marketing side, it's more commonly known as the sales funnel. As your customer continues with their journey, they're moving further down your funnel.

Traditionally, there are 5 stages in a funnel:

- Awareness
- Engagement
- Discovery
- Purchase
- Retention

You don't want to serve up the same kind of content to people who are just in the awareness stage. Likewise, for those in the purchase stage, you don't want to bring them back to the awareness or engagement stage as these people are now ready to buy from you.

2. Make your content relevant

If you know where your customers are on their journey, then it's easy for you to create relevant content.

If they don't know you yet, then try to position yourself as someone they can trust by publishing content that cements your authority in your niche.

But don't let your content be about you. Let it be about your customers or your audience. If you talk too much about yourself, it will turn people off your brand. No one wants to listen to people who talk too much about themselves.

It's just like going on a first date with a stranger, you wouldn't want to go out with them again if they talked too much about themselves, right? The same goes for your content.

Make your audience feel special by addressing their concerns and their questions. Ask yourself if your content answers the question, “What’s in it for my customers?”

It’s important to give the right answer because when you capture their attention and their emotions, then you’ve successfully created content that really sticks with your audience.

3. Know who your audience is

Knowing who your target audience is important so you can create relevant content for them. If you have no idea who your main demographic is then you’d be publishing content that may be a hit or miss with your audience.

You spend a lot of time creating content, so you want to make the most of it. This is why knowing who your target audience is is so important to your success.

In fact, some marketers recommend creating customer avatars and placing them somewhere you can see them all the time. When you’re creating your content, you can look at your avatar and try to put yourself in their shoes.

If you’re writing for moms, then you have to think like a mom. Ask yourself if the moms who are going to read your content will find it useful. Will they be able to relate? If you do this, you not only make your content relevant, but you also create content that will resonate with them.

Knowing who your audience is will also help you use the kind of language your audience uses just like I’ve mentioned in the previous section. For moms, you’d have to use words that would appeal to moms.

4. Give a call to action

Placing a call to action in the middle or end of your valuable content is important. If you are targeting people in the awareness stage, then put a call to action that will help move them down the next stage in your funnel.

If you think they're ready to move to the buying stage, then create appropriate content for this set of audience.

When choosing which call to action to use, you need to put yourself again in your audience's shoes.

With a bit of psychology, you can connect with your audience.

For example, for those who have just stumbled upon your content for the first time, you should encourage them to sign up to your mailing list. If you don't have a mailing list, you need to start one as soon as possible.

By joining your list, you have another avenue to get in touch with them and bring them back to your website again and again. If you continue to give people value, they'd be willing to part with their hard-earned cash and buy whatever product or service you're recommending.

Are You Ready To Start Creating Awesome Content?

Use all the tips I've shared in this guide to create your content. If you're new to content creation, just think of it as telling stories to your audience –

make it engaging and make it actionable. To not lose your audience's interest, perhaps try using a bit of humor if it fits your niche.

To make sure you publish content regularly, create a content schedule and do your best to stick to that schedule. It will be hard at first, but with a bit of practice, creating valuable content that resonates with your audience will soon become easy for you.