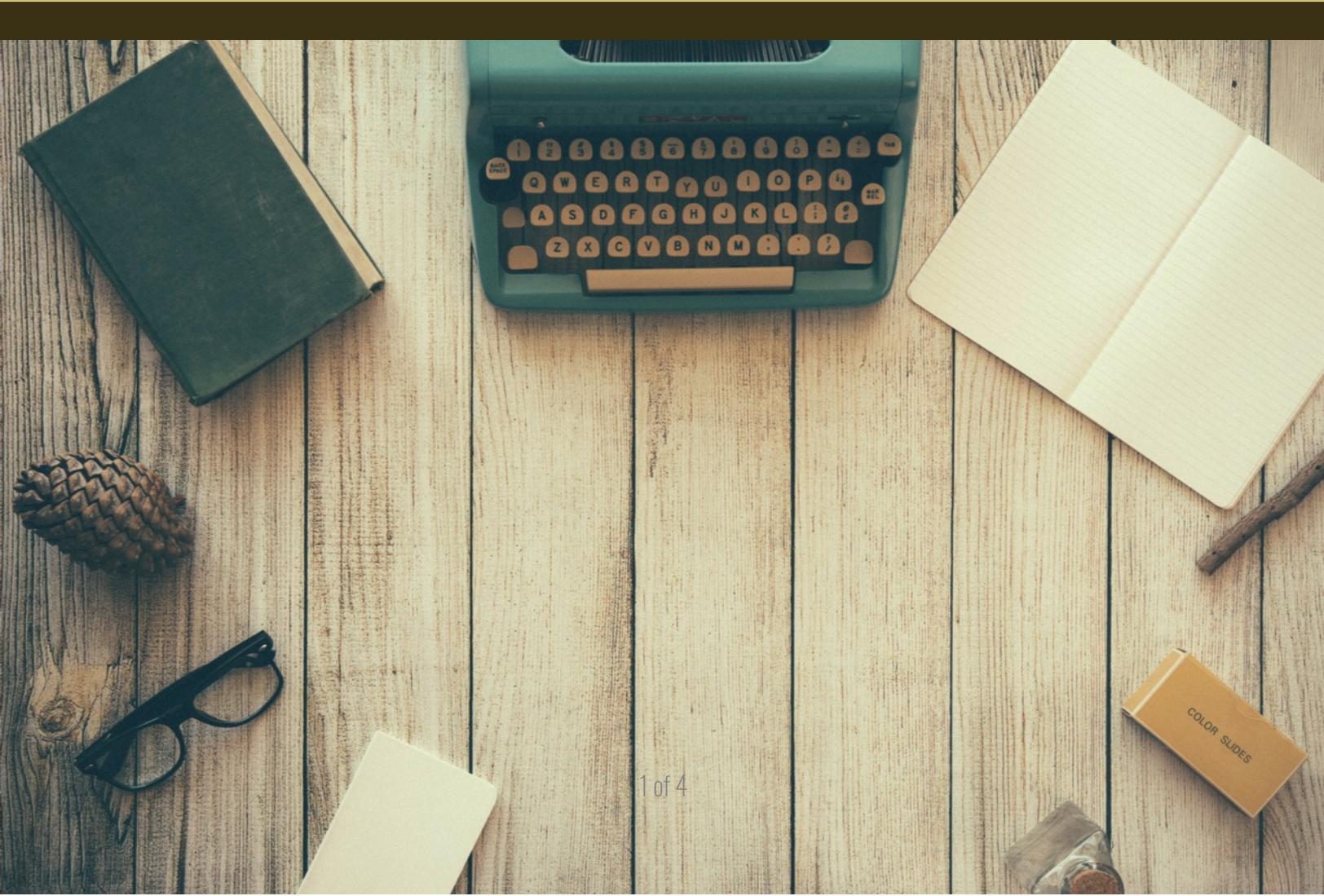


GROW & CONVERT

Evergreen vs. Sharable Content Guide

Made by growandconvert.com.



What is Evergreen vs. Sharable Content?



Sharable Content

Content that people generally find interesting and want to share with other people. This is your more viral content that is shared via social and through communities.



Evergreen Content

Content that has a long lifespan because it helps people do something. This is your content that solves a pain point and that is generally found via a search engine.

Which Type of Content is Best?

If you're building a blog from scratch, it will be more important for you to focus on the shareable content to begin with and then as you start getting traction start weaving in some evergreen content.

If you're a little farther down the line (lets say averaging 5-10k visitors per month), then I would say you'll want to focus your time 50/50 on each type.



Sharable Content Examples

Extremely unique content

Content in your industry that would be hard for someone to replicate, a story that only you have access to, or that you can tell better than anyone else.

- An app development company mocks a bunch of beautiful Apple watch designs when the Apple watch first comes out
- A clothing retailer does a wardrobe makeover contest for 5 customers and has professional stylists explain all the reasons for each change
- A sales CRM app does a mega-analysis of a large dataset to report on best sales practices and percentages of close rates across thousands of companies

Example Stories

These stories are interesting, hard to replicate, and stand out from the rest of the stories being told in the same industry.

- [The Ultimate Retaliation: Pranking My Roommate With Targeted Facebook Ads](#) – Story created for a company that sells a digital empathy slack community
- [How To Write An AppStore Description \(Lessons learned from scraping the top 100 Free and Paid iOS Descriptions.\)](#)– Story created for company that sells copywriting courses
- [The Quest: Find The Perfect Spouse, in 6 Months, with Facebook ads... \(Wait, what?!\)](#) – Story created for a company that sells web hosting

For your company

Think of what unique angle you have in your industry that will be hard for the competition to replicate. Then write about it.

- Do you have exclusive access to data that no one else has?
- Do you have stories of how your product or service impacted others?
- Can you run an experiment that people will find interesting?



Evergreen Content Examples

Content That Solves A Pain Point or Answers a Question

The first place that most people go when they have a question is Google. Therefore if you know pain points that your customers have, start helping them and others out by writing how to solve them.

Example Article

These are pieces of content that are aimed at solving pain points people have and are typically one of the top search results for the term.

- [How To Integrate Deep Linking Into Your App](#)– Story created for a company that sells app development
- [The Pros and Cons of Selling on Amazon and Ebay](#)– Story created for company that sells e-commerce software
- [The Differences Between Online, Offline Leads and How Each Impacts Lead Conversions](#)– Story created for a site that sells CRM software

For Your Company

Go over to your sales team and ask them what common questions they get asked when on early stage sales calls, 2nd and 3rd prospect calls and calls prior to closing. Compile a list of those questions and keep those handy.

Use those as post ideas because if one person has that question, likely there are many others that have the same question, and most people these days search on google to find the answer.

If you write posts answering those peoples questions and or pain points, you'll likely be served up as the answer to those people's problems in Google.