

# 5 Reasons Evergreen Content Fails (And How to Bring It to Life)

Aaron Orendorff

# What is evergreen content?

Evergreen content is ...

- » SEO, traffic, and lead-generation gold
- » The holy grail of content marketing

“Evergreen Content Is the Secret to More Traffic. Here's the One Reason Most Evergreen Content Fails” (Entrepreneur)

# What is evergreen content?

Evergreen content is ...

- » An in-depth examination of a problem, solution, trend, or topic that helps your target audience find practical and timeless information that **they already want**

“20 Types of Evergreen Content that Produce Lasting Results for Your Business” (Copyblogger)

## Evergreen Content



## Other Content



# What is evergreen content?

The problem is ...

- » Evergreen content is hard, time-consuming work
- » Worse, most of it fails

# What is evergreen content?

BuzzSumo analyzed 1,007,317 articles across 600k domains and found:

- » 50% received 8 shares or less
- » 75% received 39 shares or less
- » 75% received zero referring domain links

“50% of Content Gets 8 Shares Or Less: Why Content Fails And How To Fix It” (BuzzSumo)

# The solution ...

What makes genuine evergreen content succeed,  
and what makes the pretenders FAIL

# 1. You don't have a strategy

(1) Your goal

(2) Your metrics



# 1. You don't have a strategy

## (1) Your goal

- » Can't just be shares and traffic
- » Connected to what you sell
- » **Reverse engineer your goal from your most profitable and lowest barrier CTA**

# 1. You don't have a strategy

(1) Your goal

(2) Your metrics

- » Is it accomplishing your goal? Conversion rate
- » Is it discoverable? Traffic and shares
- » Is it engaging? Time-on-page, scroll-depth, and comments

## 2. You don't have an editorial plan

... that lends itself naturally to creating long-lasting evergreen content in the most insanely easy and productive way possible with minimal effort and maximum payoff

## 2. You don't have an editorial plan

Cadence

36 quarterly posts = 12 monthly posts = 3 posts a week

Monday: case studies (i.e., narrative posts)

Wednesday: trends or “hot takes” posts

Friday: keywords posts

## 2. You don't have an editorial plan

Cadence

36 quarterly posts = 12 monthly posts = 3 posts a week

Monday: case studies (i.e., narrative posts)

Wednesday: trends or “hot takes” posts

Friday: keywords posts << **1 evergreen post a quarter**

## 2. You don't have an editorial plan

Make it easy!

(1) Roll them up: here to there (CTA)

## SEO Tools: The Complete List (2017 Update)



by Brian Dean | Last updated May 31, 2017



5744



4663

### SEO TOOLS: The Complete List



If you want to see the best SEO tools in one place, then you'll LOVE this (updated) guide.

I personally tested and reviewed **over 189** free and paid tools,

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I personally tested and reviewed **over 189** free and paid tools.

And you can filter through the list to find the best SEO software for you.

Check it out:

**New Bonus PDF:** Get access to a free PDF version of this guide. Includes all 189+ tools, recommendations and resources. [Click here to download the PDF.](#)



## Here's How to Get The Most From This Guide

I put together a PDF version of this guide to help you get the most from this giant list of SEO software products.

That way you can refer back to it whenever you need.

Click the image below and enter your email to get access to the PDF.



## Conversion Rate Optimization Blog

Practical tips to boost your site conversions.



### 30 Content Upgrade Ideas to Grow Your Email List (Updated)

by Mary Fernandez on November 17, 2016



562



102



680



1.3K  
SHARES

We'll dive into the content upgrade ideas and examples in just a bit. But first, let's cover the basics...

**Exclusive Bonus:** [Download our Content Upgrade Checklist](#) for a step-by-step guide on how to boost your conversions with content upgrades.

## What is a Content Upgrade?



No time to read this article now? **Download the PDF**  
**version** for future reference!



## 12 Proven Ways to Convert Abandoning Visitors into Subscribers

Over 70% of visitors who abandon your website will never return! Learn how to unlock the highest conversion revenue from each of your website visitors!

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# Clinton vs. Trump: 18 CROs Tear Down the Highest Stakes Marketing Campaigns in US History

By

on July 28th, 2016 in [Conversion Optimization](#)

[43 Comments](#)



162



5.4K



1.7K



476







## Don't have time to read this post?

Get inspired for your next optimization experiment as 18 CRO experts tear down the most polarizing marketing campaigns in US history.

GET THE PDF

*By entering your email you'll receive weekly Unbounce Blog updates and other resources to help you become a marketing genius.*

## Want more awesome content to help you crush your marketing goals?

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# Don't have time to read this post?

Grab a PDF of the post for later, and get inspired for your next optimization experiment!

**MAKE MY MARKETING GREAT AGAIN!**

By entering your email you'll receive weekly Unbounce Blog updates and other resources to help you become a marketing genius.



## 2. You don't have an editorial plan

Make it easy!

- (1) Roll them up: here to there (CTA)
- (2) Roll them down: big to small (CTA)

30 Mar

Tweet

f Share

Share

8+ +1

## 30+ Content Marketing Ideas for Real Estate Agents: Inspiration to Bring Your Strategy to Life ... Easily



Trevor Mauch

*Last updated on October 5, 2017*



It's painful, grueling, laborious work. Especially when you have so much else on your plate. As a **real estate agent**, you know you need a **content marketing strategy**. And it's easy to start one.

Even more important than our track record is that **this is a content marketing strategy built around you ... and what you love.**

Let's get started.

---

**Want to get a simplified guide and easy-to-follow checklist with everything we're about to cover?**

**DOWNLOAD YOUR REAL ESTATE  
CONTENT MARKETING GUIDE HERE!**

**Over the next few weeks,** we'll be digging deep into each the content marketing loves. Those post will be packed with more how-to tips and TONS of real examples.

**To make sure you don't miss out ...  
grab your simplified guide and easy-to-follow checklist here.**

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## Search Results for “content marketing”

Time Saving [Content Marketing](#) for Real Estate Agents (The Power Of Q&A)

Real Estate [Content Marketing Goals](#): Getting from Where You Are to Where You Want to Go

30 [Content Marketing Ideas](#) for Real Estate Agents: Inspiration to Bring Your Strategy to Life ... Easily

Real Estate [Content Marketing: A Strategy](#) Agents (Like You) Can Actually Use to Grow Your Business

[Content Marketing for Real Estate Agents](#)

Content Marketing Ideas For Real Estate w/ Content Master Aaron Orendorff

How To Create The Ideal [Content Marketing Schedule](#) For Real Estate Investors + Agents

[Content Marketing Roadmap](#)

A Simple [Guide To Content Marketing](#) for Real Estate Investors



## Search Results for “real estate agent”

[Facebook Ads For Real Estate Agents: Framework That's Proven to Work w/ Josh Schoenly](#)

[\[Announcement\] 111 SEO Keywords for Real Estate Agents](#)

[SEO Keyword Bible For Real Estate Agents](#)

[SEO Bible For Real Estate Agents](#)

[Time Saving Content Marketing For Real Estate Agents \(The Power Of Q&A\)](#)

[How to Make Real Estate Agent SlideShares: 5 Ideas, 8 Tips, and 9 Examples](#)

[How to Create Real Estate Agent Infographics \(10 Examples\)](#)

[The Ultimate Guide to Podcasting as a Real Estate Agent: 7 Steps, 5 Examples, and 18 Tools](#)

[30+ Content Marketing Ideas for Real Estate Agents: Inspiration to Bring Your Strategy to Life ... Easily](#)

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## B2B Ecommerce: How the Best in B2B Sales Succeed Online

by Aaron Orendorff · B2B Ecommerce

Jul 17, 2017 · 17 minute read



You've seen the headlines and you've heard the stats.

By the end of 2017, B2C ecommerce sales are expected to hit \$2.4 trillion worldwide. That's a big number. But the truth is ... it's less than a third of B2B's \$7.7 trillion.

## Too busy to read all nine trends transforming B2B ecommerce success? No problem ...

You can download this full post as an ebook, and we'll also send you **The Executive Guide to B2B Ecommerce**, which includes one-pagers on the three must-know topics:

1. The high-level stats shaping B2B's online future
2. Two use cases in both traditional B2B and wholesale
3. A complete checklist for dominating B2B ecommerce

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## B2B Ecommerce



### B2B Ecommerce

How Laird Superfood Is Using the Shopify Plus Wholesale Channel to Increase Sales 550%

by Nick Winkler · Oct 13, 2017



### B2B Ecommerce

What is B2B Ecommerce? Five Models Revolutionizing the Traditional B2B Landscape

by Brad Smith · Oct 9, 2017



### B2B Ecommerce

B2B Ecommerce Examples: 10 Lessons from 10 of the Best B2B Websites

by Aaron Orendorff · Sep 14, 2017



### B2B Ecommerce

Wholesale Ecommerce Websites: Myths and Musts from 50 Merchants, Marketers & Influencers in Online B2B

by Aaron Orendorff · Aug 4, 2017



### B2B Ecommerce

Advantages of B2B Ecommerce [Infographic]: 10 Reasons to Make the Move from B2C into B2B and Online Wholesale

by Aaron Orendorff · Jul 19, 2017



### B2B Ecommerce

B2B Ecommerce: How the Best in B2B Sales Succeed Online

by Aaron Orendorff · Jul 17, 2017

## 2. You don't have an editorial plan

Make it easy!

- (1) Roll them up: here to there (CTA)
- (2) Roll them down: big to small (CTA)

**Contextual CTA that leverages existing content**

### 3. You don't save your audience

If there's one reason evergreen content never takes root, it's this ...

**Long does NOT equal evergreen**

### 3. You don't save your audience

The real equation is ...

Discoverable (Keywords)

+ (Massively) Helpful, Easy, and Valuable

+ Contextual CTA

---

Evergreen

### 3. You don't save your audience

Every piece of content you create has to do two things:

- (1) rescue its audience from **hell**
- (2) deliver them unto **heaven**

Great content is about **salvation** ... not sales.



## Quick links

1. Online marketing is not a monarchy
2. Too much of content
3. About
4. The role of content
5. Technical SEO
6. Off-Page SEO
7. Building backlinks
8. Hashtags and social media
9. Content marketing
10. Tools and resources
11. Link building
12. Search engine results
13. Google experts won't tell you (all) the truth
14. SEO cannot be 'one-size-fits-all'
15. SEO process
16. About keywords
17. Relationships and communication in SEO
18. The right quantities
19. About everything else

# 1. Online marketing is not a monarchy

## 2. Too much of content

And in this article, for your convenience, we created an e-book with 127 pieces of important, SEO-related content that you had received. It includes 127 pieces of important, SEO-related content that you had received. It includes 127 pieces of important, SEO-related content that you had received.



I rank for "facebook ads prank" a

www.ghostinfluence.com/prank



Brian Swichkow Ghostinflue

Do not neglect the meta.

Meta tags get over looked constantly and can kill the click-through rate of an otherwise optimized post. While Google doesn't use meta tags for ranking – like the title and description – they are gold mines when it comes actually getting searchers to visit.

Make sure the title fits (character count) and includes the keywords (obvious). Remove your site title (if that shows up by default). And then craft a unique and compelling description that includes a close variant of the keywords you're targeting but previews the hell and heaven of your post. Think of your meta tags as your post's first impression on search ... because that's exactly what it is.

Aaron Orendorff [iconiccontent.com](http://iconiccontent.com)



Twitter	372
Facebook	780
LinkedIn	590

Referring domains<sup>1</sup> 47

Data from Content Explorer tool

seo mistakes



All

Ne

seo lies



About 3,65

All

Ne

seo problems



Let's rev  
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About 17,1

10 Lies

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Jul 10, 201

lies to wat

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seo myths



- Choos
- Using
- Creati
- Publis
- Skipp

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Auditor >  
WordPre  
one. Dec

The 5 M

<https://rav>

All

Images

News

Videos

Shopping

More

Settings

Tools

About 1,310,000 results (0.44 seconds)

10 SEO Myths that Friggin' Tick Me Off - Moz

<https://moz.com/blog/SEO-myths>

Mar 9, 2015 - Perhaps this most harmful of myths stems from those seeking quick and easy wins with little effort. Indeed, there are cases of SEO wins that ...

### 3. You don't save your audience

Bigger isn't better

Ask yourself:

- (1) What **hell** is my target audience suffering from?
- (2) What **heaven** are they longing for?

## SEO Tools: The Complete List (2017 Update)



by Brian Dean · Last updated May 31, 2017



3744



4883

### SEO TOOLS: The Complete List



If you want to see the best SEO tools in one place, then you'll LOVE this (updated) guide.

I personally tested and reviewed **over 189** free and paid tools.

And you can filter through the list to find the best SEO software for you.

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I want SEO tools that help with:

Link Building

Technical SEO

Keyword Research

Rank Tracking

Content Optimization

Backlink Analysis

I want tools that are:

Free

Paid

Freemium

Show only Brian's favorite tools:

Yes

No





Joanna Wiebe  
copyhackers



154 Comments



59 Min Read

COPYWRITING

## The Ultimate Guide to No-Pain Copywriting (or, Every Copywriting Formula Ever)

Because only rookies write from scratch...

We've pulled together every single copywriting formula we've *ever seen* to create the ultimate guide – the most complete handbook – to copywriting formulas.

**This one post will help you write *all your copy* faster and with greater likelihood of success.**

You should be using copywriting formulas whenever you write anything.

### Find Your Way Around This Info-Packed Post Fast [\[hide\]](#)

Copywriting formulas for web pages in general

Copywriting formulas specifically for long-form sales pages

Copywriting formulas for video sales letters

Headline writing formulas

Headline formulas for use on lead-gen pages, for marketing ebooks or for blog posts

Formulas for writing value propositions

Copywriting formulas for bullet lists (or fascinations)

A single solitary formula for body copy

Copywriting formulas for better buttons (or calls to action / CTAs)

Testimonial formulas

Formulas for plotting email sequences

Email subject line formulas

Copywriting formulas for ads

Pre-publishing copywriting checklists

Headline generators and more!

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Did I miss a favorite?





## This post was written in Airstory

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# The evergreen formula ...

$$\begin{array}{r} \text{Discoverable (Keywords)} \\ + \text{(Massively) Helpful, Easy, and Valuable} \\ + \text{Contextual CTA} \\ \hline \text{Evergreen} \end{array}$$

## 4. You don't create as a team

Evergreen content is NOT a single-player sport



# Blogging Statistics and Trends: The 2017 Survey of 1000+ Bloggers

ANALYTICS | DIGITAL STRATEGY | SEO & CONTENT MARKETING | [24 COMMENTS](#)

SHARE THIS



165



BY ANDY CRESTODINA

© 16 MINUTE READ

It started with a simple question: *How long does it take to write a blog post?* To find the answer, we reached out to 1000 bloggers. We asked a few other questions at the same time, and the responses gave us insight into the business of blogging.

Each year since, we've repeated this research. Over time, the data tells the story of a changing industry.

Direct Messages



slackbot

aaronorendorff (you)

amandaoms

andycrestodina

andycrestodina, amand...

hollywinn

jdquey

johnathandane

ross

shanelle

sujanpatel

Apps



**andycrestodina** 10:58 AM

Want to provide a quote on the topic? Why do it? What was the upside? Is it easier than writing something new? Any downside to it? 50+ words answering any of these questions would be awesome.



**aaronorendorff** 11:07 AM

There are two ways to update old posts to breathe in new life. First, you can use the old post as a base and create a fresh, stand-alone article. I did this recently for my most popular post on Content Marketing Institute: from the original with 2k words and 11 points to the update with 4k words, 19 points, and a downloadable PDF. Second, you can simply update your old posts themselves and keep the original URL. Not only have I done this for my own site, but that's one of the first low-hanging fruits I identify with clients to minimize my workload and maximize their existing SEO.

Something like that?



**aaronorendorff** 2:47 PM

That first sentence should have been better: There are two ways to breath new life into old posts.

Direct Messages



slackbot

aaronorendorff (you)

amandaoms

andycrestodina

andycrestodina, amand...

dknowlton1

hollywinn

jdouey

johnathandane

ross

shanelle

sujanpatel

Apps



aaronorendorff 4:22 PM

Going in one of two directions:

- 1) The Real Reason Founders Shouldn't 'Run' Their Own Companies
- 2) 15 Mistakes Founders Make 'Running' Their Own Companies



andycrestodina 9:51 AM

This is an awesome topic. Yes, I can probably give you some good answers. I'm a guy who hired his boss. And it was my masterstroke in business. It's made a HUGE different to our company. We've doubled in size since then. Here are a few things Todd has done for us...

- Restructured the company, diving the teams into practice groups, rather than skill sets. Makes perfect sense in hindsight!
- Created a management team
- Manages finances, including forecasting and goals
- Tracks team utilization and capacity through faithful time and task tracking (it would be insane to sell time but not track it)
- Built and manages the sales team ...freeing up 20 hours a week of my time.

That last little number gave me the time and headspace to up our marketing game. I used that time to create a monthly in-house event, create an annual conference, write a book, pitch and publish 70 guest posts, create and polish 8 marketing presentations which I give monthly at national conferences. It's near impossible to measure the benefits to our business from this activity. And it would have been completely impossible without Todd, or CEO and Fearless Leader. (edited)



aaronorendorff 10:35 AM

Brilliant. I'll run some more stuff by you when it's about ready for publication. THX!

# Heidi Cohen

actionable marketing guide

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## Top Marketing Books: Educate Yourself!

Posted on September 7, 2017 by Heidi Cohen in [Marketing Resources](#) | [1 Comment](#)



## Top Marketers Recommend Favorite Marketing Books

Top Marketing Books:  
Educate Yourself!



As a marketer and professor, I'm often asked, *"What are the top marketing books I need to read?"*

I'm also asked, *"What top marketing books should I recommend my boss or team read?"*

These readers are like you. They're marketers.

They want useful, easy-to-understand marketing information.

Their reading goals fall into one of these categories:



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## Top marketing books: Marketers choose their favorites

*Don't take my word for it!*

Here're the favorite marketing books that top marketers recommend. (Note: They're alphabetized by the marketers' last names. Multiple marketers recommended some of the same books. They're included since the reasons vary.)

### Top Marketing Books: Educate Yourself!

Photo: Hermann via iStockphoto.com/en/books-education-school-literature-484786/  
ActionableMarketingGuide.com

Hana Abaza – Vice President Marketing, Uberflip. Also, speaker, blogger and self-proclaimed podcast junkie 😊 Her podcast is [Flip the Switch](#).

6. What's Your Brand DNA?

7. 28 Amazing Content Marketing Ideas You Can Use Now

8. Develop Your Sales Forecast in 8 Easy Steps



Categories

Select Category ▾

Archives

Select Month ▾

Search

Search

amazonPrime

Unlimited FREE  
Two-Day Shipping  
and much more

Try Prime free



**Andy Crestodina** – Orbit Media Co-founder, Strategic Director, [Orbit Media](#). Author of [Content Chemistry](#)

- [The Best Damn Web Marketing Checklist, Period!](#) **Stoney deGeyter**. It's a reference guide. It's meant to be pulled off the shelf the next time you make an email template, product page or button. It contains a checklist for items to include for almost everything in your marketing. But you'll find yourself flipping through and scoring your past actions against Stoney's considerable knowledge. You're sure to find a few things you missed. Check your work against Stoney's checklist.
- [Sharology](#). **Bryan Kramer** There's a lot written about how to get your content shared. But Kramer goes a lot deeper. It covers the big picture of the sharing economy and why this mega trend is so important. Kramer also covers the practical side of the simple act of sharing yourself. This isn't just another high-level look at a well-covered topic. It's both comprehensive and actionable.
- [Predictably Irrational](#). **Dan Ariely** For a lot of us, this book started us on a journey into the hidden side of behavior and decision-making. If you thought [Freakonomics](#) was interesting, go deeper with Ariely. The topics and examples are closer to our daily actions as consumers, so you'll find yourself thinking about this one long after you put it down.



Social Media Marketing World  
Feb 28 – Mar 2 in San Diego

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how to pick property management software



Volume 10mo | CPC: \$0.00 | Competition: 0 ★

All Shopping Videos News Images More Settings Tools

About 1,690,000 results (0.53 seconds)

### Property Management Software - Nothing to Install - buildium.com

[learn.buildium.com/Property/Management](#)

Management Software That Helps You Run Your Entire Business. Start a Free Trial!

Made by Property Managers · Competitive Pricing · World-Class Support · Stable and Reliable

Highlights: 12,000+ Property Management Companies, Save Time, Manage Growth...

Features

Pricing

Start Free Trial

Tenant Screening

### Property Management Software - Scalable Software Made for You

[www.propertyware.com/Property/Management](#)

The Leading Property Management Solution - Affordable. Flexible. Scalable.

Pricing Details · Software Features · Take A Free Tour · Benefits Of Propertyware · Request A Demo

### Top 5 Property Mgmt Software - Simplifying Software Selection

[www.softwareadvice.com/Property/Mgmt](#)

Find The Best Property Management Software. Reviews, Free Demos & Price Quotes!

Support Business Growth · Improve Efficiency · Update to a Modern PMS · Gain More Robust Features

Types: Apartment Mgmt Software, Community Mgmt Software, Mobile Home Mgmt Software, Rental P...

### Property Mgmt Software - AppFolio.com

[www.appfolio.com/](#) (866) 648-1536

Upgrade To AppFolio To Boost Profitability Of Your Business. See the Product!

### How to Pick the Best Property Management Software and What to Avoid

<https://www.rentecdirect.com/blog/pick-best-property-management-software-avoid/>

Oct 27, 2016 - Choosing the right property management software isn't easy. That's why we asked 20 property management experts their advice. Here's exactly ...

### Selecting The Right Property Management Software - We're sorry, the ...

[info.appfolio.com/rs/.../AppFolio\\_Selecting\\_Property\\_Management\\_Software.pdf](#)

In this eBook, we will discuss the past, present, and future of property management software – how the industry has evolved and where it is going. We will show ...



# How to Pick the Best Property Management Software and What to Avoid

 Nathan  October 27, 2016  Education, Property Management Software  3 Comments

1.1k  
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**20 PROPERTY MANAGEMENT**  
EXPERTS ON HOW TO PICK  
THE BEST PROPERTY MANAGEMENT  
{ SOFTWARE }



### 1. Sabrina Bower: President CIC Reports



Property management software that has an **open platform to third party services** such as tenant screening, online payments, and utility billing is key in giving you control of your vendor selection. Ask if there are additional fees to use the integrations and if your vendor is not on their list, are they willing to talk to your provider's technical group?

One of the biggest red flags is a property management software company that **traps your data**. If you want to switch — but all of your tenants, vendors, maintenance, and accounting information can't be exported — you may find it too cumbersome to re-input all the data thus being a hostage to a platform you don't like.

### 2. Jason Hartman: CEO at JasonHartman.com



While it might sound obvious and general, **ease of use and low costs** are hands down the most important elements to keep in mind. You should always expect a learning curve with new software, but trying it out for yourself will tell you if that curve is a burden that will force you to change systems down the road.

Again, don't overthink it. Difficulty of use and high costs are two red flags that you'll have to change systems in future. That's a huge hassle, so focus on getting it right the first time!

### 3. Mark Ferguson: Founder Invest Four More



I think the first thing someone should do is figure out **what they want the software for**. What is your biggest challenge managing rentals and what feature would help with that challenge? We don't use a specific rental property software program because QuickBooks keeps track of expenses and income.

I also only have 14 rentals at the moment, so it is not a huge operation. If I had 100 or 1,000 rentals I would most likely want a specific rental property software that helped me keep track of rent payments and had more features.

Ease of use is the biggest issue with many programs. Having many features is awesome, unless you don't need those features and it makes the program too complicated. I have tried out a few programs and they had so many features I was overwhelmed with where to start. If **you don't need an entire software platform**, that's your big red flag right there.

### 4. Andrew Cordle: Founder National Association of Real Estate Investors



Most important feature? I would say, "How **real time** is it?" If the software "updates" on some sort of delayed time cycle, you can easily end up with a mess on your hands. And as for the **accounting section** of the software, "Does it have its own or will it tie into QuickBooks?" There's no right answer to that question, except what works best for you.

On the other side, I hate **large upfront-fee software**. I don't mind paying for the software itself when I buy it. But beware of plans that come in preset limits or ranges. Instead, make sure you can pay on a per-house fee.

Picking the **best property management software** isn't easy.

Why?

Because you're constantly bombarded with misleading advertising, trumped up demos, and bad information ... from high-pressure sales to overpriced platforms to promises of "one size fits all."

How do you ever find the software that's right for you?

You start by asking the best of the best in the property management industry for their advice: real professionals who aren't trying to sell you a thing. And that's exactly what we did. What follows are ...

**20 property management experts** answering just two questions about how to select the best property management software:

1. What's the number one thing you should look for in property management software?
2. What's the biggest red flag?

These are **not endorsements** and we won't mention a single product by name.

Instead, this is your personal guide to choosing the right software ... and avoiding the pitfalls.

## 4. You don't create as a team

1. Create a dream list
2. Make a STUPID easy Google Form

## Growth Hacking (Mashable, Oct. 2017)

Form description

Name \*

Short answer text

Job Title \*

Short answer text

Preferred Link \*

Short answer text

Is growth hacking hype — a buzzword that's lost its way — or is it still truly helpful? Why or why not? (150-200 words) \*

Long answer text

How should companies — startups or enterprises — approach growth hacking? In other words, what's the fundamental key or underlying principle to set the stage? (150-200 words) \*

Long answer text

(OPTIONAL) What resource do you recommend on growth hacking?

Short answer text

## 4. You don't create as a team

1. Create a dream list
2. Make a STUPID easy Google Form
3. Share an initial post on social



**Aaron Orendorff** ✓



September 29 · 🌐 ▼

Come on now ... how is this list ALL dudes?

I see [Joanna Wiebe](#) and [Sarah Peterson](#) in the extra list at the bottom, but REALLY?

(Link below)

Working on a growth hacking piece ... and I do NOT want to make the same mistake. [Susan Su](#) and [Talia Wolf](#), I really want you two in it. But who else should I talk to?



Like



Comment



Share



Buffer

## 4. You don't create as a team

1. Create a dream list
2. Make a STUPID easy Google Form
3. Share an initial post on social
4. Roll the people you know into the people you don't

Mr. Brown ... how are you this Friday?



I'm finally getting around to writing up that growth hacking article we'd talked about oh so long ago.

I was hoping to solicit your help with ...

(1) A two-question Google Form to grab your contribution

(2) Run a few names by you. I've personal contacts with most of the people I wanna include — Ryan Holiday, Guy Kawasaki, Susan Su, etc. — but there are some I don't really know. Namely ...

Noah Kagan  
Sean Ellis

Actually, scratch Noah

What I REALLY need are two additional women to Susan Su 🙄

SEP 29TH, 5:01PM



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SEP 29TH, 5:01PM

Hey man just landed back from France. Shoot over what you need on the form. For women, Joanna Lord and Gina Gothlef (VP growth at Duolingo)



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Sean Ellis

Actually, scratch Noah

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SEP 29TH, 5:01PM

Hey man just landed back from France. Shoot over what you need on the form. For women, Joanna Lord and Gina Gothlef (VP growth at Duolingo)



I can give you more women names if needed

MON 7:13AM

Not sure if you saw the tagging on FB, but I'd LOVE to have you contribute to this (for Mashable)

<https://www.facebook.com/aaron.orendorff/posts/10214317274024709>



**Aaron Orendorff added a new photo.**

I got TWO spots left in what is likely gonna be my most in-...

Aaron Orendorff

Im in!



Do i just click the link?

My bad

That's just the post

<https://goo.gl/forms/CZmhqTWnci7kOmtc2>

The screenshot shows a Google Form titled "Growth Hacking (Mashable, Oct. 2017)". The form has a purple header bar. Below the title, there are several input fields, each with a label and a "Required" indicator. The labels are: "Name", "Email", "Job Title", and "Phone Number". The form is displayed on a white background with purple sidebars.

**Growth Hacking (Mashable, Oct. 2017)**

docs.google.com

There's the Google Form I've been using

It's almost complete, so I'd really like to submit it tomorrow

Is that possible for you?

MON 10:48AM

nudge

oops

will knock it out now

sorry in europe

Awesome. That

set

Brilliant. I'll jump in and let you know if I need to make any edits

sounds good



oops

will knock it out now

sorry in europe

Awesome. That

set

Brilliant. I'll jump in and let you know if I need to make any edits

sounds good

You don't know Andrew Chen do you?

## 4. You don't create as a team

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5. Hunt on LinkedIn using ContactOut

Secure <https://www.linkedin.com/in/rachelhepworth/>

Apps Bookmarks Calendar AutoScroll Accounts Shopify CMSs GA Syndication

in Search

contactout 50 credits


rhepworth@gmail.com


Find more emails >

Save profile

View saved profiles

View notes



**Rachel Hepworth** • 2nd  
Growth Marketing at Slack  
Slack • Northwestern University - Kellogg School of Management  
San Francisco Bay Area • 500+ 

✓ Pending [Send InMail](#) [...](#)



## 4. You don't create as a team

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4. Roll the people you know into the people you don't
5. Hunt on LinkedIn using ContactOut
6. Email everybody one-on-one (ratcheting up the social proof)

Subject: Fwd: Mashable press inquiry ...

To: [REDACTED]@slack-corp.com

Hi Rachel,

I'm working on a new article for Mashable on "growth hacking the enterprise." Some great contributors so far — like LinkedIn, Shopify, and Duolingo's heads of growth as well as Gary Vaynerchuk and Guy Kawasaki (among others).

Anyway, enough name dropping for social proof ;-)

I'd love to send you two questions if you can contribute.

Thanks,  
Aaron Orendorff

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6. Email everybody one-on-one (ratcheting up the social proof)
7. Post on social again leveraging social proof and urgency



**Aaron Orendorff**

Oct 29 at 4:38pm • 🌐

...

I got TWO spots left in what is likely gonna be my most in-depth guest post of the year. Over 4k words so far of original contributions!

Check out the list below, and lemme know who I'm missing ...

PS, that's a working title — so hit me up if you got a better one 😊

What is growth hacking? 20 of marketing's most influential thought leaders go beyond the hype

👍❤️😱 52

101 Comments



**Aaron Orendorff**

Oct 30 at 5:15pm • 🌐

...

Hot damn ... just finished going through the FB messages and emails I got throughout today for the upcoming growth hacking article.

Three things ...

(1) The only reason **Joanna Wiebe** is last is because she has a mic-drop subhead: Take an engineer 'out for drinks'

That was her answer to the question, "What resource do you recommend on growth hack..."

[Continue Reading](#)

What is growth hacking? 25 of marketing's most influential thought leaders go beyond the hype



Roy Povarchik and 26 others

29 Comments

## What is growth hacking? 25 of marketing's most influential thought leaders go beyond the hype

1. Sean Ellis, CEO of GrowthHackers & Author of *Hacking Growth*
2. Susan Su, Head of Marketing at Reforge & Venture Partner at 500 Startups
3. Ryan Hollday, Author of Growth Hacker Marketing
4. Tara Hunt, President of Truly Social
5. Hiten Shah, Co-Founder of Product Habits
6. Brian D. Evans, Inc. 500 Entrepreneur & Founder of Influencive
7. Justin Wu, Founder at Growth.ly
8. Shanell Mullin, Content & Growth at Shopify
9. Josh Fechter, Co-Founder and CEO of Badass Marketers & Founders
10. Benji Hyam, Co-Founder of Grow and Convert and Wordable.io
11. Rachel Pedersen, Social Media Strategist
12. Nir Eyal, Author of *Hooked: How to Build Habit-Forming Products*
13. Allen Gannett, CEO at TrackMaven
14. Talia Wolf, Founder & Chief Optimizer at GetUplift
15. Sujan Patel, Growth Marketer
16. Nichole Elizabeth DeMerè, Community Growth at Zest.is
17. Eric Siu, CEO of Single Grain
18. Tiffany DeSilva, Founder at Flowjo
19. Sarah Peterson, Content Marketer at Unsettle and Sumo
20. Andre Morys, Founder of Growth Summit and CEO at Web Arts
21. Nadya Khoja, Head of Marketing at Venngage Poster Maker
22. Roy Povarchik, Growth Consultant & Founder of Stardom.io
23. Gretta van Riel, Founder of Hey Influencers
24. Claude Ritter, Founder of BOOK A TIGER and Delivery Hero
25. Joanna Wiebe, Co-Founder of Airstory and Copy Hackers



## Growth hacking the enterprise: 15 executives on the secrets to scaling

1. Aatif Awan, VP of Growth & International Products at LinkedIn
2. Amanda Schulze, Growth at Airbnb
3. Gary Vaynerchuk, CEO of VaynerMedia
4. Hermione Way, Former Head of European Communications at Tinder
5. Matthias Riedl, Co-Founder and Chief Growth Officer of DCMN
6. Rachel Hepworth, Head of Growth Marketing at Slack
7. Guy Kawasaki, Chief Evangelist at Canva
8. Gina Gotthilf, VP of Growth at Duolingo
9. Nicholas Drake, EVP of Marketing & Experience at T-Mobile
10. Natanael Sijanta, Director Global Marketing Communications Mercedes-Benz
11. Karen O'Brian, VP of Global Social Media at Western Union
12. Vijayanta Gupta, Head of Product & Industry at Adobe
13. Rob Alderson, VP of Content and Editor in Chief at WeTransfer
14. Joanna Lord, Chief Marketing Officer at ClassPass
15. Jochen Schneider, Chief Digital Officer (Custom Development EMEA/MEE) of SAP

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## 5. You don't have a promotion plan

(1) Make it easy



**aaronorendorff** 1:53 PM

New one on Mashable from this dude ...

<http://ctt.ec/m25Fe>

<https://twitter.com/iconiContent/status/910969107557711878>

<https://www.facebook.com/aaron.orendorff/posts/10214015036268954>

<https://www.linkedin.com/feed/update/urn:li:activity:6316731653846818816>



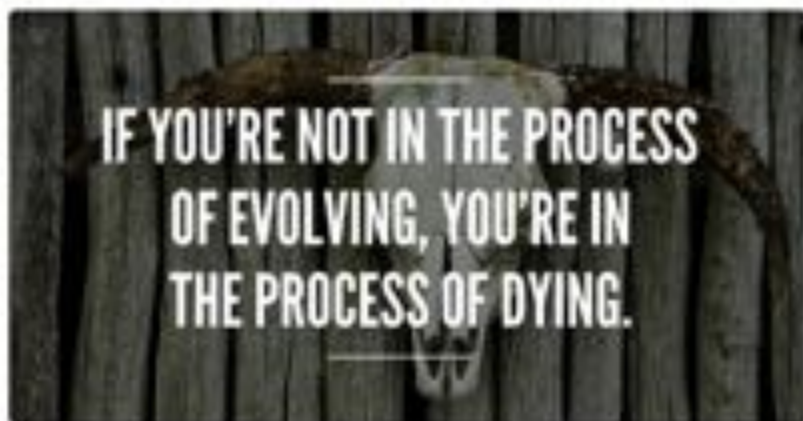
**Aaron Orendorff** @iconiContent

"How to 'kill' your marketing and profit from its demise" <https://buff.ly/2xqWLJ5> via

[@mashable](#) #marketing #contentmarketing

<https://pbs.twimg.com/media/DKR0BUgVYAAp-YW.jpg>

Twitter · Sep 21st at 1:48 PM (100kB) ▾





## What's happening?

"How to 'kill' your #marketing and profit from its demise" by [@iconiContent](#) ft. [@JoePulizzi](#)  
[@Robert\\_Rose](#) <http://mashable.com/2017/09/21/kill-your-marketing-and-profit-from-its-demise/>

12

Tweet

Buffer

## 5. You don't have a promotion plan

- (1) Make it easy
- (2) Make it personal

Hi there,

The "networking tips" article and infographic you contributed to went live on Content Marketing Institute. Thanks so much!

Three things to REALLY make this awesome:

1.

Here's an easy Click-to-Tweet link: [https://ctt.ec/3\\_0ne](https://ctt.ec/3_0ne)

2.

If you're interested in upvoting it, here are the links to Inbound and GrowthHackers

<https://growthhackers.com/articles/how-to-network-at-a-conference-101-tips-from-marketing-s-best/>

<https://inbound.org/article/how-to-network-at-a-conference-101-tips-from-marketings-best>

3.

**Your individual image (for sharing) can be found in this Dropbox.** Whatever number you are in the article and infographic, that's your same image number there.

<https://www.dropbox.com/sh/22kuzjcxhw8sw27/AABfzhWYh6s5B85KQ44aFgva?dl=0>

Thanks again,  
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<https://inbound.org/article/how-to-network-at-a-conference-101-tips-from-marketings-best>

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<https://www.dropbox.com/sh/22kuzjcxhw8sw27/AABfzhWYh6s5B85KQ44aFgva?dl=0>

Thanks again,

Aaron

how to network at a conference



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About 750,000,000 results (0.50 seconds)

### Part 1: Getting Ready to Network

1. Have concrete goals in mind. You can't talk to everyone at a conference, so it's a good idea to go in knowing what you want to get out of it. ...
2. Research the attendees. ...
3. Consider emailing people you want to meet. ...
4. Create a schedule. ...
5. Dress for the occasion. ...
6. Bring business cards.

### How to Network at a Conference: 15 Steps (with Pictures) - wikiHow

<https://www.wikihow.com/Network-at-a-Conference>

About this result Feedback

### How to Network at a Conference: 15 Steps (with Pictures) - wikiHow

<https://www.wikihow.com/Network-at-a-Conference>

★★★★★ Rating: 89% - 45 votes

Part 1. Getting Ready to Network. Have concrete goals in mind. You can't talk to everyone at a conference, so it's a good idea to go in knowing what you want to get out of it. Research the attendees. Consider emailing people you want to meet. Create a schedule. Dress for the occasion. Bring business cards.

### How to Network at a Conference: 101 Tips From Marketing's Best

[contentmarketinginstitute.com/2017/09/network-conference-tips/](https://contentmarketinginstitute.com/2017/09/network-conference-tips/)

Sep 4, 2017 - The magic of conferences is in the people who participate. Here are 101 networking tips to help you experience that magic – Content Marketing ...

## 5. You don't have a promotion plan

(1) Make it easy

(2) Make it personal

(3) Make it linkable

- » Original data

- » Original quotes

- » Original images (diagrams and charts)

evergreen content

All News Shopping Images Videos More Settings Tools

About 19,800,000 results (0.47 seconds)

The word evergreen is most often used by editors to describe certain kinds of stories that are always of interest to readers. Evergreen content is content that is always relevant—much like the way evergreen trees retain their leaves all year around. Mar 17, 2017

**Evergreen Content, How Does it Work? - The Balance**

<https://www.thebalance.com/what-is-evergreen-content-definition-dos-and-don-ts-23160...>

About this result Feedback

### People also ask

What is an evergreen campaign?

What is an evergreen program?

What is an evergreen in finance?

What is an evergreen contract?

Feedback

**What Is Evergreen Content? Beginner's Guide to Evergreen Content ...**

[www.wordstream.com/blog/ws/2012/10/16/guide-to-evergreen-content-marketing](http://www.wordstream.com/blog/ws/2012/10/16/guide-to-evergreen-content-marketing)

Oct 16, 2012 - A definition. Evergreen content is SEO content that is continually relevant and stays "fresh" for readers.

**20 Types of Evergreen Content that Produce Lasting Results for Your ...**

<https://www.copyblogger.com/evergreen-content/>

Dec 27, 2016 - Want to create a timeless resource for your audience? Aaron Orendorff shares 20 different evergreen content types and tips on how to make ...

evergreen content fails

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About 4,710,000 results (0.45 seconds)

**Evergreen Content Is the Secret to More Traffic. Here's ... - Entrepreneur**

<https://www.entrepreneur.com/article/292430>

Aug 9, 2017 - That principle is all the more true for evergreen content. Unfortunately, evergreen content fails that two-part test. Why? Because we ...

**50% of Content Gets 8 Shares Or Less: Why Content ...**

[buzzsumo.com/.../50-of-content-gets-8-shares-or-less-why-content-fails](http://buzzsumo.com/.../50-of-content-gets-8-shares-or-less-why-content-fails)

Nov 10, 2015 - 50% of Content Gets 8 Shares Or Less: Why Content Fails. Content that is long form, comprehensive, authoritative and evergreen.

**Laurie Wang on Twitter: "Here's the One Reason Most Evergreen Content Fails ..."**

[https://twitter.com/LaurieWang\\_/status/918372423401136129](https://twitter.com/LaurieWang_/status/918372423401136129)

Oct 12, 2017 - Embed Tweet. Here's the One Reason Most Evergreen #Content FAILS ... by @iconiContent via @Entrepreneur <http://bit.ly/2xzWPnB> ...

**Vologon Productions on Twitter: "Here's the One Reason Most Evergreen Content Fails ..."**

<https://twitter.com/i/web/status/920770773199015936>

Oct 18, 2017 - Embed Tweet. Here's the One Reason Most Evergreen #Content FAILS ... by @iconiContent via @Entrepreneur <https://buff.ly/2yrx39G> ...

**Why Does Great Content Fail? - Moz**

<https://moz.com/blog/why-does-great-content-fail>

Nov 2, 2011 - Even if you finally decide it did fail, learn what you can from it. ... But, my evergreen content should be bringing in traffic for years and years to ...

**Content Marketing Fails To Avoid - Native Ads**

<https://www.wordstream.com/blog/content-marketing-fails-avoid/2/>

Oct 16, 2016 - Here are 4 common content marketing fails you might be dealing with. ... (a venture capitalist) believes that evergreen content is one of the most ...

**20 Types of Evergreen Content that Produce Lasting Results for Your ...**

<https://www.copyblogger.com/evergreen-content/>

Dec 27, 2016 - Aaron Orendorff shares 20 different evergreen content types and tips on how to make ... Even more than success, failure is an effective teacher.



# 5 Reasons Evergreen Content Fails

1. You don't have a strategy
2. You don't have an editorial plan
3. You don't save your audience
4. You don't create as a team
5. You don't have a promotion plan