

Always-On: How to Embrace Evergreen Content

Always-on content stays visible, and keeps reaching and engaging new audiences.

Content marketing can often seem time-sensitive. It doesn't have to be that way. Content with a shelf life gets lost in the feed, because it loses relevance and people stop sharing it. Always-on content plays a vital role as part of the growth engine for your business, by doing this you:



Continue to introduce people to your brand



Drive demand for solutions and generate leads, long after it was first produced

Evergreen content has enduring authority

If you want content to feel relevant and compelling for years years, it should:



Speak from the voice of an authority on the topic



Go in-depth, in long-form

Long-form content remains prominent in search and continues to get organically shared long after promotion stops.

2,000+
words

Research shows that long-form blog posts of 2000+ words generate significantly more sharing and backlinks than shorter posts.

When you develop an always-on content strategy, you're recognising the endless appetite for the authoritative take on subjects.

Evergreen content has anti-ageing execution

- Don't include time-sensitive details
- Organise content around insights and key learning rather than being event-specific

Evergreen content can stage a comeback

- Give previous top performing blogs an evergreen makeover
- Update outdated details, and give your content a new lease on life

Evergreen content has an evergreen media plan

- Play the long game with an always-on media buying strategy — and pay less for each impression/click
- Target your audience with evergreen Sponsored Content — which means you can afford to bid low
- Let the campaign run in the background, and reach your audience over a longer period of time — in the moments others aren't bidding for

Always-on: don't turn off evergreen content

There's no reason to pause during certain times throughout the year. According to Comscore, cross-platform activity on LinkedIn stays consistent throughout the year.

73%

of B2B decision-makers research products in the evening, 51% during the weekend.¹



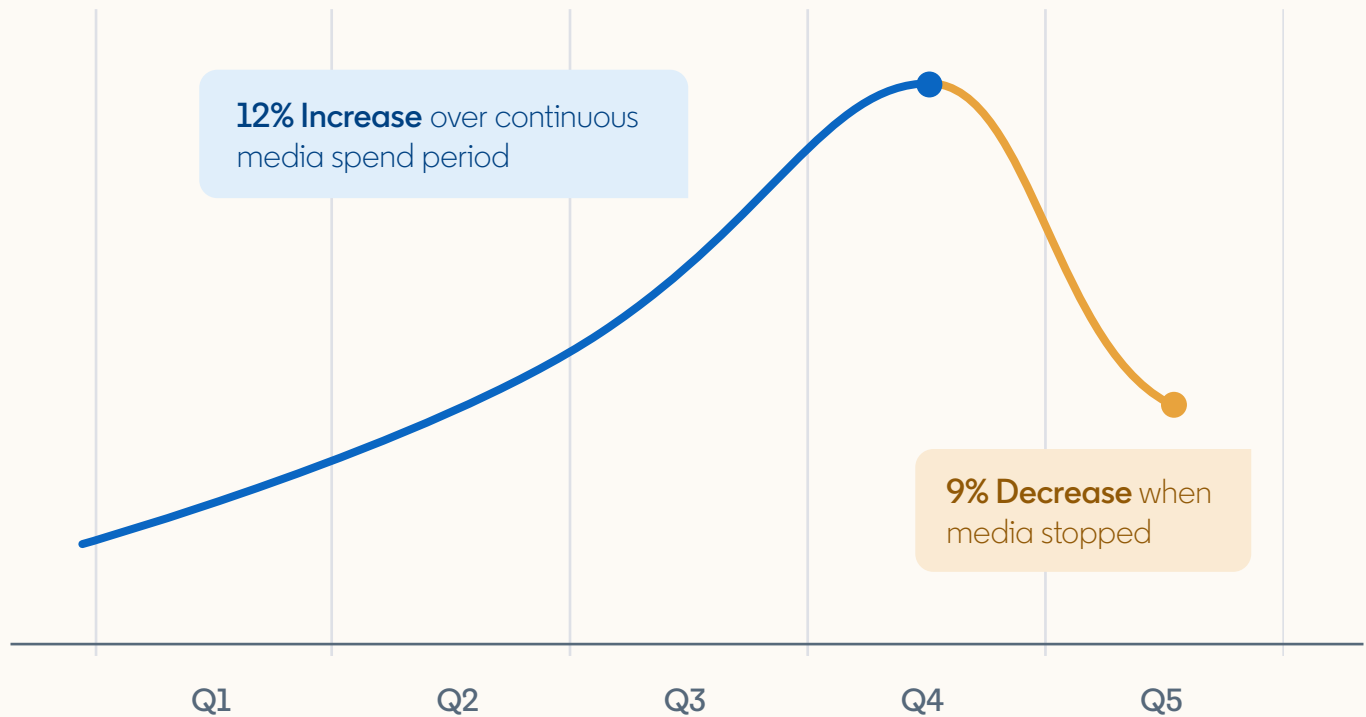
Both audience size and click-through rates remain high during the holiday period — while CPCs drop.²

¹ "Seasonality Report: Ready Your Business for 2020 Success and Sales," LinkedIn

² "The Sophisticated Marketer's Crash Course in Always-On Marketing," LinkedIn

Always-on results in brand awareness uplift

Aided Brand Awareness for a Global Professional Services Brand



Sources: LinkedIn Ad Effectiveness studies on the same anonymized brand in 2013, 2014, 2015, and 2016.

Return to growth 2021

To see more LinkedIn “Return to growth” resources, visit: lnkd.in/lmsblog