
EVERGREEN CONTENT

- Assemble a press kit;
- Create a publicity stunt;
- Write an advice column/guest articles/opinion piece;
- Compile case studies;
- Create “how to” guides;
- Participate in a radio phone-in;
- Give a scoop or exclusive;
- Challenge the status quo, or create conflict, controversy or criticism;
- Create interesting advertisements;
- Offer research, statistics or big data;
- Provide an analysis or prediction;
- Reveal survey or poll results;
- Issue a report;
- Awards won or ceremonies hosted;
- Host a debate;
- Recent funding won;
- New or household name users, customers and clients;
- First to market;
- Sponsor events, awards and speeches;
- Create a movement or name a day;
- Mobilize leaders to give back to beginners;
- Provide expertise;
- Produce sky writing;
- Collaborate on a panel or press release;
- Attempt a world record or world first;
- Leak information or tips;
- Appoint fellows or ambassadors;
- Put on a red carpet event;
- New product launches;
- Host an opening;
- Tell all story;
- Milestones or anniversaries;
- Charity support;
- Organization expansion or growth;
- New contracts won;
- New executive appointments;
- Partake in a competitive debate;
- Knowledge of seasonal trends or news;
- Hold a competition;
- Write a book, publication or white paper;
- Back an issue or campaign;
- Host an event;
- Make a speech or talk;
- Organize an industry conference; and
- Establish a scholarship program;
- And many more...