48

EPIC

MARKETING

ARTICLES

Making the world a better place... by reading?

±40 articles.

That's how many marketing-related articles I read on average, every single week.

Some good, some bad...

… and every once in a while, I come across an article that's just… epic. The kind of content that you'd share with your best friends.

And that's exactly what I'm doing right now.

I'm sharing the 46 best articles I've read with all of you.

Am I making the world a better place by sharing this? Probably not.

But I do believe it will help you and/or your business move forward (yep - these articles are thát good).

Don't thank me, though. Thank the authors who took days/weeks/months to create these epic posts.

Enjoy reading!

Wilco de Kreij (founder of UpViral & Connectio).

P.S. Curious who "this dude" is? You'll find out in this video.

Email marketing

Ask This Question In Every Email Follow-Up Sequence

This article explains the Benefit-Embedded Question Technique (BEQT), which allows you to "implant" beliefs in your prospect's mind. Great addition to your follow-up sequence!

10 Oddball Email Subject Line Formulas That NEVER Fail

This explains various subject line formulas that never fail. Great to have a look at every time you're sending out an email!

6 Email Marketing Hacks That Will Blow Your Mind

This post talks goes into various uncommon "hacks" to implement in your email marketing campaigns.

The 9 Best Email Subject Line Styles to Increase Your Open Rates

In this post you'll learn email subject line styles that will help you increase your open rates.

How I Got a 70% Response Rate With My First Email to 250+ Silicon Valley Executives

This post talks about the steps to get a 70% response rate on cold outreach emails. Highly recommended.

The Ultimate Guide To eCommerce Email Marketing (Online Retailers, This One's For You…)

This 3-part guide has everything you need to set up a full-scale e-commerce email marketing program.

Lead Generation

[32 Clever Lead Generation Ideas For Your Next Marketing Campaign](#)

This talk about the 32 proven and actionable ideas to energize your lead generation efforts.

Conversion

[The 15-Point Landing Page Audit](#)

In this post you'll learn to evaluate and improve elements of your landing pages.

[The Beginner's Guide to Conversion Rate Optimization](#)

This guide will walk you through the basics of CRO (Conversion Rate Optimization).

[6 Proven Ways to Boost the Conversion Rates of Your Call-to-Action Buttons](#)

This post explains the six data-backed methods for improving conversions such as entertaining the lizard brain, focusing your visitors on simple calls to action, and others.

[How To Increase Sales By 300% With a Persuasive Guarantee](#)

Epic post that goes through 39 different "guarantee" scripts to improve conversions.

Copywriting

The 3 copywriting principles we followed to 2x SweatBlock.com's revenue
 This post is about the 3 copywriting principles that SweatBlock.com's followed to 2x its revenue.

Story Arcs: Stealing Ideas from Storytelling for your Content Marketing
This post talks about how to use storytelling to improve your content marketing.

Video Marketing

How Long Should Your Next Video Be?
This data-driven article shows you how long your videos should be.

Complete Guide to YouTube Optimization: Everything You Need To Improve Your Channel
It is a complete guide to YouTube optimization and everything you need to improve your channel.

Facebook Ads

[25 Weirdly Specific Facebook Ads Targeting Ideas You Didn't Know Existed](#)

This article shows you 25 targeting ideas you should test on your Facebook Ads campaigns.

[The Complete Guide to Facebook Ad Targeting](#)

The complete guide to Facebook Ad targeting, which explains Facebook's targeting options such as the custom audience, lookalike audience, and more.

[21 Ways to Improve Your Facebook Ads With Ad Targeting](#)

Here, you will learn 21 ways to improve your Facebook ads' targeting.

[We Tested Over 100 Different Facebook Ads in One Month – Here's What We Learned](#)

What adespresso learned from testing 100 different ads in one month.

[How to Create an Evergreen Facebook Ad Campaign](#)

You'll learn from Jon Loomer how to create evergreen Facebook ad campaigns.

Funnels

How to 2x a Seven Figure Business in 3 Months

Interesting post where you'll see a real-world example of how a business can be made more profitable with a few "tweaks".

11 Lessons I Have Learned Managing Webinar Funnel That Generated Over $200,000 In Revenue

11 lessons from setting up a FB Ads-driven webinar funnel.

Sales Funnel: A $430,000 Case Study

This case study shares a high level strategy behind a highly profitable funnel.

Content Marketing

21 Content Promotion Strategies That Will Triple Your List Growth

This article is about the 21 content promotion strategies that will triple your list growth.

Content Promotion: How We Grew from 0 to 32,977 Users in 5 Months With Zero Paid Traffic

In this post you'll learn how to leverage community-driven content promotion.

75 Content Marketing Tools You Can't Live Without

Great list of tools to boost your content marketing.

How To Convert Blog Traffic Into Customers With CTAs: The Complete Guide

This post talks about how to convert your blog readers into email subscribers.

48 Epic Marketing Articles

[How to Repurpose Your Blog Content Like a Machine](#)

Pat Flynn shares a number of ways to repurpose a single piece of content.

[The All-in-One Content Marketing Playbook for Startups](#)

This post shares the all-in-one content marketing playbook for startups.

[How To Promote Your Blog Posts To Get 20,109 Social Shares (32 Step-By-Step Tactics)](#)

A monster 10,000+ word blog promotion guide that will teach you 32 actionable ways to promote your content.

[How to Create Great Content That Drives Traffic](#)

This post shows you exactly how to write (and promote) a piece of content that generates thousands of laser-targeted visitors to your site.

[16 Explosive Content Promotion Strategies](#)

This post will cover 16 advanced content promotion strategies.

Growth

[17 Knockout Growth Hacks to Nurture Leads into Customers](#)

In this post you'll learn growth hacking strategies to take your lead nurturing campaigns to the next level.

[The Step-by-Step-Guide to Building A Sustainable Growth Machine](#)

A detailed step-by-step guide on how to implement a growth machine in your startup or company.

[12 Ways To Scale Your Business](#)

Clever article that shows you some out-of-the-box ideas on scaling your business.

50 Growth Hacking Tactics You Can Test Within 10 Minutes

This post will show you a number of tools, tips and techniques you can test and implement on your site and in your marketing practices in no time.

General / Other

5 Lessons I Learned Building A Internet Business Empire

Sharing the 5 biggest lessons learned over 10+ years of entrepreneurship (by yours truly).

Real-World Blueprint for a $5-Million Week

A real-world blueprint for a $5-million week (case study).

From Losing Money to a 51% Profit Margin in 5 Months

Great post by the founder of ConvertKit - how he turned his business around.

How to Launch a Podcast, Drive it to the Top of the Charts, AND Keep it There in Just 4 Steps

Must-read post if you're planning to launch a podcast.

The Complete Guide to Google Tag Manager

For those who're not using Google Tag Manager yet (but should).

How Steven Essa Created A Webinar Formula That Helped Him Generate $2.2 Million In Revenues

Very detailed podcast on setting up a profitable webinar funnel (highly recommended).

Pricing

[I analyzed 250 SaaS pricing pages — here's what I found](#)
Data-driven post with interesting insights on pricing strategies.

[The Psychology of Pricing: A Gigantic List of Strategies](#)
This post is about the psychology of pricing. Must-read before deciding on your pricing.

SEO

[21 Best Things I Learned From Over 50 SEO Courses](#)
This post is about the 21 things you need to know to rank a website at the top of Google.

[201 Powerful SEO Tips (That Actually Work)](#)
Massive list of 201 SEO-tips that actually work.

[SEO Tools: The Complete List (153 Free and Paid Tools)](#)
All SEO tools packed together in one post.

[Case Study: Step-By-Step SEO Strategy (963% More Traffic)](#)
Inspirational SEO case study that resulted in 963% more traffic.

Social Media

[A Month's Worth of Simple Social Media Growth Hacks and Experiments](#)
30 easy to implement experiments to try out (low cost, big potential).