
75 ideas for Creating Great Content



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Do you manage a company blog? Are you thinking about setting one up for your business? Blogging is now widely acknowledged as a great way to generate interest in your business and to increase traffic to your website. But to maximise the power and the influence of your blog, you need to come up with new ideas for quality content on a fairly regular basis.

Blog Post Guidelines

By definition, Blog posts should be short and concise, providing routes to other online resources if the reader wants to find out more. Typically a good and engaging headline followed by 3– 4 (max) paragraphs will suffice. The best Blogs combine text with images and links to rich media resources such as videos.

If you'd prefer Pinnacle to draft a Blog post on your behalf we are more than happy to do so. What's more this process is probably easier than you think. Typically, we need little more than an idea or a topic, some bullet points if possible (though not essential) and some supporting material. The latter may simply be a link or links to a webpage or some collateral/resource that we can refer or link to in the Blog.

Finally, many people get worried about comments that might be posted on Blogs and how they should respond. The first thing to note is that Blog comments will, typically, be moderated– this means you will have a chance to review a post before responding. To ensure the integrity of the Blog SPAM comments (which are usually obvious) should not be posted, but legitimate comments should be added – and responded to – as soon as possible.

Stuck For Blog Post Ideas?

If you are finding it a struggle to generate content for your blog, this guide is full of tips and inspiration to help you overcome your writer's block and ensure that you're never short of ideas for your next blog post.

Headlines

An engaging headline is an effective way to entice a person to read a blogpost; but it can also be a great source of inspiration for when you want to write one. Here are 13 examples that might just give you an idea for your next post.

1. 5 Things You Really Should Know About [Insert Business Topic]
2. A Guide to Understanding [Insert Business Topic]'s Recent Changes
3. Best Practices for [Insert Business Topic]
4. Learn How to Do More [Insert Business Topic] With Less
5. 6 [Insert Business Topic] Secrets Revealed
6. The Truth About [Insert Business Topic]
7. 7 Instant Improvements for [Insert Business Topic]
8. XX Statistics About [Insert Business Topic]
9. 9 Amazing [Insert Business Topic] Videos
10. How to Be the Best [Insert Business Topic]
11. An Insider's Guide to [Insert Business Topic]
12. What the Experts Won't Tell You About [Insert Business Topic]
13. 10 Unexpected Ways to Be a Leader at [Insert Business Topic]



How To's and Tips

A well written "how to" guide on a relevant topic is a great way to establish yourself as an authority within your industry.

14. Give instructions with screenshots or photos on the steps someone needs to take to do something.
15. Screen capture how-to content as you're teaching it.
16. Point out common mistakes in your industry and offer solutions on how to fix or avoid them.
17. Offer a list of benefits for doing something.
18. Share a list of some things to avoid.
19. Relate your how to content to a current event or a celebrity. Example: "5 _____ Lessons from Lady Gaga" or "What the Election Teaches Us About _____"

Use Existing Content

You don't always have to produce new ideas out of thin air. Recycle old content and look for new ways to present old information.

20. Take the contrarian position. Find someone else's article that you agree or disagree with. Introduce your blog post with what you specifically agree or disagree with and support your argument with a few concise points.
21. Do a weekly or daily link roundup of relevant news for your community.
22. Find tips in other content, create a list of those tips and give links to those articles as the sources.
23. Share an excerpt from an ebook or white paper with a call to action to download it for the rest of the information.
24. Share an excerpt from an upcoming webinar with a call to action to get the rest of the content in the webinar.
25. Record presentations.
26. Share your slides from a recent presentation.
27. Share conference takeaways.
28. Do a round-up of last year's/last month's/last week's most popular posts.
29. Re-interpret existing content: Collect the top motivational YouTube videos for your audience, top ebooks, top webinars or infographics.
30. Create an ebook for Amazon or Apple stores- it is free and could just be a simple edit of a white paper.
31. Turn everyday tools into downloadable templates.

Surveys and Research

Tapping into the results from a relevant survey can be a great source for people's opinions; which can then be written up into an informative blog post.

32. Respond to industry research with your own perspective. Offer a fresh angle to spark conversation.
33. Do a survey with Survey Monkey among your community members or peers and create an infographic based on the results.
34. Run a survey in a group on LinkedIn
35. Do a poll of your Twitter community with a Twtpoll or your Facebook community with a Facebook Question and post the results on your blog.
36. Do an in-depth case study about one company, or offer a few examples of how other companies do something successfully.
37. Compile compelling data.



Incorporate Other Platforms

A blog post doesn't always have to be in the form of a written article.

- 38.** Create a Slideshare presentation of new statistics related to your space and share that in a blog post. Tag the Slideshare presentation with relevant keywords for your company to leverage SEO benefits of the platform.
- 39.** Ask a question on Twitter and share the results with a Storify embed.
- 40.** Collect Tweets from a webinar or conference hashtag. Show them off with Storify and offer your own takeaways in the blog post.

Use Multimedia and Visuals

Visual blog posts that make use of graphics and multimedia tend to encourage more engagement from readers.

- 42.** Wax poetic on camera.
- 43.** Do a screencast with Screenr of your product and share it on your blog.
- 44.** Or if you have access to a Mac simply use Quicktime to record the screen
- 45.** Show a step-by-step guide on how to do something in a screencast, how-to video, or show the steps in a series of photos.
- 46.** Create a podcast of an article, case study or blog post.
- 47.** This can then be turned into a movie just by adding the images to the podcast!
- 48.** Create a music video for your company and post it on the blog. Lipdub!
- 49.** Share a cartoon or create an original one.

Thought Leadership

By presenting a unique perspective on a topic or by publishing original content you can soon earn a reputation as one of the front runners within your industry.

- 50.** Record an interview with an expert in your field and post it to your blog.
- 51.** Interview an internal expert.
- 52.** Get experts to offer a tip and do a roundup of their recommendations.
- 53.** Feature guest posts from industry experts and editors.
- 54.** Create a list of trends to watch.
- 55.** Compare and contrast: Different products, different approaches, different companies, different people, different places, etc.
- 56.** Do a review of other non-competitive products or services that your community cares about.
- 57.** Be a journalist: Be the first in your space to offer industry takeaways about breaking news.
- 58.** Explain what a current event or topic in the news means for your industry or community. Example: "What ____ Means for ____." "Why ____ Matters for ____."
- 59.** De-bunk common myths.
- 60.** Use industry news and comment on it. You can subscribe to RSS feeds to get it



Make it About Your Community

The most successful blogs are those that encourage interaction from their readers and those that cultivate the feeling of being part of a community.

- 61. Interview your favourite customer.
- 62. Post a Flickr slideshow of pictures from a recent event.
- 63. Run a contest and give away something relevant to your community.
- 64. Ask for guest posts from community members.
- 65. If you have company news to share, talk about it in a way that makes it about the reader. Example: If someone gets promoted, talk about how they were successful. Inspire your audience.
- 66. Publish a post relevant to the current season or holiday.
- 67. Outline the top practical use cases for your product, service etc.

Questions and Answers

- 68. Many people type questions into search engines and we have had some great results of generating traffic simply through using Q&As. You probably get questions asked by your customers every day, why not turn them into a blog post? Each question can be a blog post – and then, when you have a few, this can become an article

Competitions and Giveaways

- 69. Once you've built up a Blog following you can create further engagement with your audience through competitions and giveaways – not to mention promoting the competition through other media to drive further traffic to your Blog

Other Sources of Content

- 70. Tap your sales and services teams.
- 71. Pull from your company collaboration tool.
- 72. Pull excerpts from lead generation content.
- 73. Bundle your blog content into lead generation offers.
- 74. Update and repackage offers to align with different buyer personas.
- 75. Set contribution requirements and share the responsibility for content creation around your business.

Further Reading

<http://bit.ly/2cRUdfi>

<http://bit.ly/2dwF4gX>





For more information, or to see examples of our work, please visit publitek.com or get in touch:

UK

+44 (0) 1582 390980
europa@publitek.com

Germany

+49 (0) 4181 968 0980
europa@publitek.com

North America

+1 503 546 1002
usa@publitek.com

Japan

+81 90 4376 0123
apac@publitek.com

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