



MEMBERS IN THE SPOTLIGHT

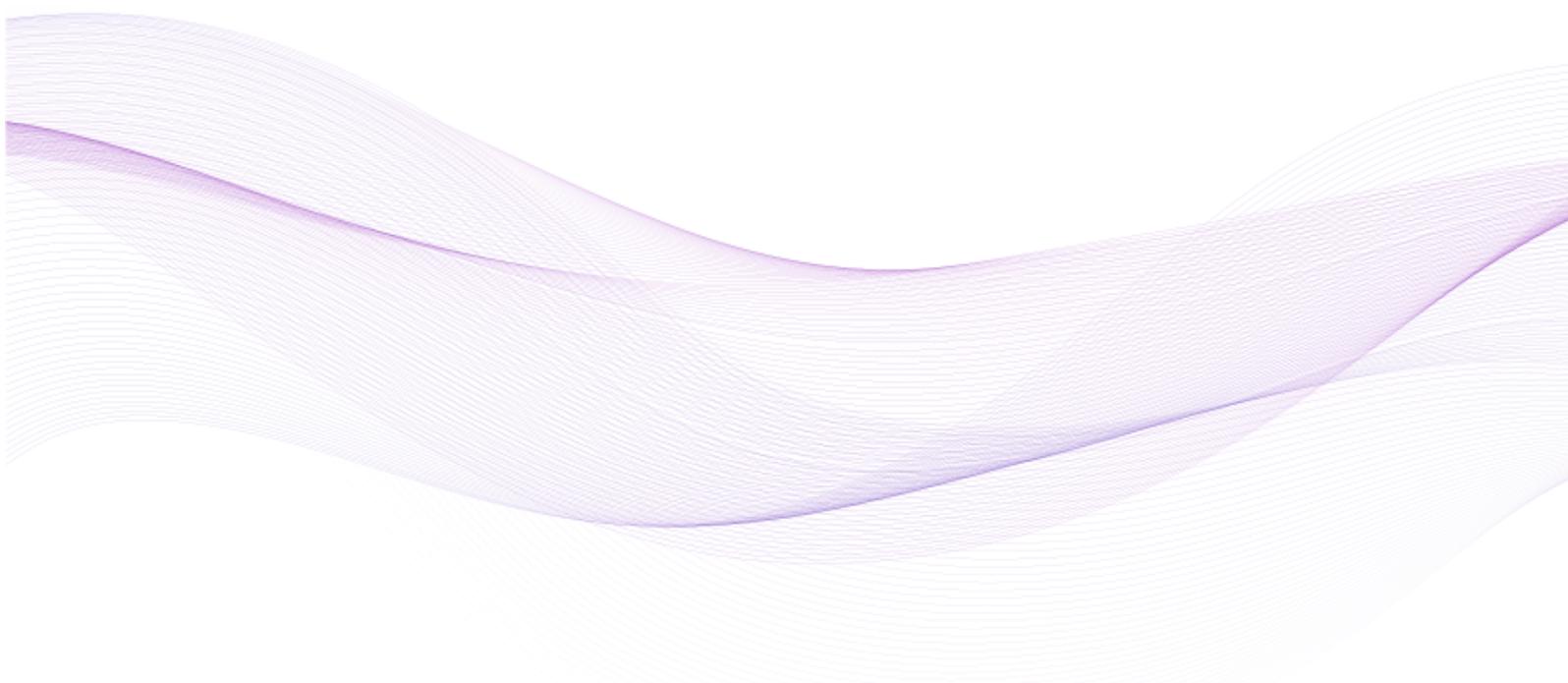
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52 Great Content Ideas



Overview

This month has been about tracking your PPC and getting the most out of your marketing budget as well as providing you with some free tools to help you generate your content and get it in front of your ideal customers.

But one big problem we hear over and over is "What content should I create?". It's a really big issue when you KNOW you need to create content but you have no ideas about what content to create.

To slightly misquote an age old cliché, "All the gear and no ideas!", it's OK having some great tools to use but no ideas about what content you should create.

Well fear not SiGNAL BiZHUB has your back and today in the second session we will give you plenty of ideas, in fact 52 ideas which is one for every week of the year, which means you can then spin it out and produce a piece of content every day if you have to!

The session will cover some of the more easy to produce pieces of content but in reality none of it is too hard and even if the checklist just kick-starts an idea or two then keeping the checklist to hand will be a useful asset in your marketing toolkit.

You have no excuse for producing great content now!

So, without ado... let's get on with it!

If you have any questions don't forget to raise them at Mastermind, you can book upcoming events at SiGNAL and BiZHUB here:

<https://www.signalbordon.org/events-training>

We look forward to seeing you at our next event.

01. General Forums: Quora, Yahoo!/: Look for keyword topic questions
02. Customer's Industry Forums: What are your customers discussing?
03. Online Groups (Facebook, LinkedIn, etc.): what topics are discussed?
04. Social Media Hashtags: Filter hashtags, review comments & questions.
05. Social Media Questions: What are your customers discussing?
06. Social Media Influencers: What are they talking about?
07. SlideShare: Is there a 'deck' that you can share and comment on?
08. YouTube: Industry Videos: review or respond to a popular video
09. Interviews: Who would your customers love to read more about?
10. Competitor Websites: FAQ Sections: can you cover answers better?
11. Conference Agendas: What topics are being spoken about?
12. Salespeople: What do they know, can they give money saving advice?
13. Product/Service Experts: Can you interview any in your industry?

14. Website Analytics: What are your popular posts and why?
15. Google Search Box Suggestions: More keyword topic suggestions.
16. Google Related Searches: Topics to add to your keyword topics?
17. Local or Industry Controversy: Can you share your thoughts?
18. Help a Reporter Out: Sign up to see what journalists are writing about.
19. Google Alerts: Break specific news to readers
20. Industry Statistics: Share your insights.
21. Experiments: Trying something for the first time?
22. Local Business Networking Events: Can you do a review?
23. Local Newspapers: Can you offer insights into local stories?
24. Personal Mistake Analysis: Share what you learned
25. Personal Success Analysis: Share your secrets of success
26. Amazon's Top Ten Lists: What's popular and why?

27. Your Forecasts for the Future: What will happen next year?
28. Revisit Forecasts for the Future: What ACTUALLY happened?
29. Reddit: Can you find questions being asked?
30. Google News: What's the 'buzz' in your industry?
31. Trade Magazines: What are THEY talking about?
32. Business Executives and Leaders: Can you interview?
33. Industry Organizations: Can you share insights?
34. Competitor Websites: Have they missed content you can create?
35. Old Industry Advertising: Nostalgia, there's nothing like it!
36. Old Industry Manuals: Nostalgia can be very engaging
37. Famous Quotes and Proverbs: Truth or myth, explain why
38. Customer Reviews: Share the best ones
39. Interview a customer: A real-life FAQs

40. Interview a supplier: Give customers insight into your workflow
41. Sneak Peeks and Previews: Can you tease your work?
42. Article Suggestions: Share other articles in a list
43. Competitor Emails: What are they talking about?
44. Before and After: Always great to show the end results
45. Difficult Decisions: Best course of action
46. Industry Myths: Explode them!
47. Challenge Yourself: Document the journey, what did you learn?
48. Big Life Events: Guidance and advice that may be relevant.
49. DIY Reviews: Review a product or service your customers use.
50. How To Guide: Reveal how to do something of interest to your readers.
51. Clichés: Disprove or find the hidden truth and share your insights.
52. Film/TV: Characters dialogue or situations relevant to customers.



Notes

Conclusion

All you need is the spark of an idea to get started. Take the list and use it to prompt some initial thoughts. Remember it just needs to be of interest to your ideal customer, even if the information is simple or beginners it could spark a whole new stream of customers if they suddenly realise you know X or Y about your topics.

Sometimes going back to basics and sharing simple stuff can really engage your ideal customers, remember you know a LOT about your topic. Sometimes you get "expert blindness", you forget the simple stuff because it is so engrained you do it all without thinking.

Well, it's that stuff that can really be of interest to your customers so never think a simple idea isn't worth pursuing, it may just "click" with your audience and start a really engaging conversation.

When creating your content ALWAYS remember...

- Market - Who values what you do?
- Message - How do you reach them?
- Media - What channel will you use?

Always in that order!

If you have any questions about this topic bring them to our Mini Mastermind on the 4th Week of every month.

To Book Click Here - <https://www.signalbordon.org/events-training>