

1000

Inbound Marketing

Content

IDEAS

HubSpot

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Content Creation is at the Core of an Inbound Marketer's Job.

From Tweets to blog posts to Facebook page wall posts, there is a lot copy, messaging and engagement to push out to your audience. This is why the inbound marketer's role is one that requires so much creativity. Content has to be timely, accurate, relevant, thoughtful, unpredictable, informative – even funny. The same old content day in and day out can get stale, losing that community engagement you were after in the first place.

The question is: where do you come up with fresh ways to accomplish that seven days a week?



And what do you do when you are just jump-started a social presence on Twitter or Facebook? What should your company be blogging about?

This list of ideas is meant to inspire the content you create for your community. Broad and generic in focus, it's not meant to focus too strictly on the technology that helps you carry out these ideas and offer something for everyone. We hope this brainstorm helps you think of some fresh ideas of your own.

Blogging Content Ideas

Multi-media and Visuals

1. Do a screencast with [Screenr](#) of your product and share it on your blog.
2. 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.
3. Create a music video for your company and post it on the blog.
4. Share a cartoon or create an original one.



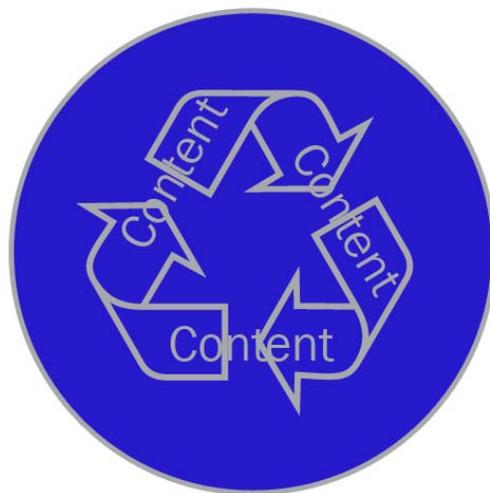
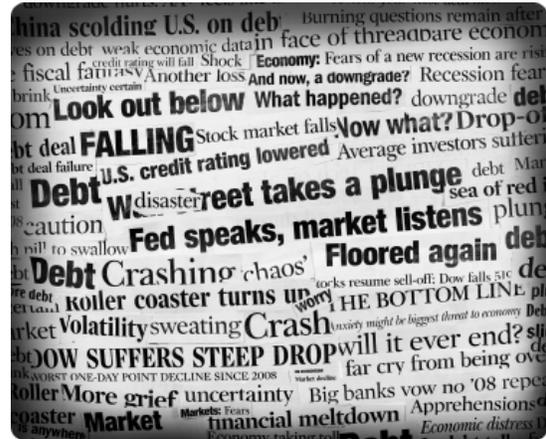
How-to's and Tips



5. Write a how-to article. Give instructions with screenshots or photos on the steps someone needs to take to do something.
6. Point out common mistakes in your industry and offer solutions on how to fix or avoid them.
7. Offer a list of benefits for doing something.
8. Share a list of some things to avoid.
9. 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

10. 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 it, and support your argument with a few concise points.
11. Do a weekly or daily links-roundup of relevant news for your community.
12. Find tips in other content, create a list of those tips and give links to those articles as the sources.
13. Share an excerpt from an eBook or white paper with a call to action to download it for the rest of the information.



14. Share an excerpt from an upcoming webinar with a call to action to get the rest of the content in the webinar.
15. Share your slides from a recent presentation.
16. Share conference takeaways.
17. Do a round-up of last year's/last month's/last week's most popular posts.

18. Re-interpret existing content: Collect the top motivational YouTube videos for your audience, top eBooks, top webinars or infographics.

Incorporate Other Platforms



19. 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.

20. Ask a question on Twitter and share the results with a [Storify](#) embed.

21. Collect Tweets from a webinar or conference hashtag, show them off with [Storify](#) and offer your own takeaways in the blog post.

Research

22. Respond to industry research with your own perspective. Offer a fresh angle to spark conversation.

23. Do a survey with [Survey Monkey](#) among your community members and create an infographic based on the results.



24. 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.

25. Do an in-depth case study about one company, or offer a few examples of how other companies do something successfully.

Thought Leadership

26. Record an interview with an expert in your field and post it to your blog.
27. Get experts to offer a tip and do a round-up of their recommendations.
28. Feature guest posts from industry experts.
29. Publish responses to frequently asked questions about your industry.
30. Create a list of trends to watch.
31. Compare and contrast: Different products, different approaches, different companies, different people, different places, etc.
32. Do a review of other non-competitive products or services that your community cares about.
33. Be a journalist: Be the first in your space to offer industry takeaways about breaking news.
34. Explain what a current event or topic in the news means for your industry or community. Example: “What ____ Means for ____.” “Why ____ Matters for ____.”
35. De-bunk common myths.



Make it About Your Community

36. Interview your favorite customer.

36. Post a [Flickr](#) slideshow of pictures from a recent event.



37. Run a contest and give away something relevant to your community.

38. Ask for guest posts from community members.

39. 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.

40. Publish a post relevant to the current season or holiday.

41. Outline the top practical use cases for your product, service etc.

Twitter Content Ideas

Responding to Followers

42. Check your @replies regularly with a Twitter client. Reply to your users questions.

43. Assign Tweets to the appropriate team member who can answer the question if you cannot.

44. Offer to email with a community member if they have further questions.

45. Have a blog post answering FAQ's that you can refer to. Link to it regularly.

46. If you work in a regulated industry, pre-write 140-character responses to common questions that are pre-approved by stakeholders so you can still engage in real-time with those who are asking questions.



47. @reply someone if you only want your followers who follow them to see the Tweet. Use the .@ trick if you want all of your followers to see the Tweet.

48. If a conversation turns to a heated debate, know when to take it off of @reply and use DMs.

49. Thank people who comment on and share your blog posts.

50. Thank people who share your webinars and ebooks.

51. Write as you would write in regular conversation. Use emoticons and exclamation points. Write in first-person. (Example: “I’m sorry.” “We’re excited.”) It shows that an actual human is behind the Twitter account.

Twitter Tools

52. Find and follow your competitors’ followers using [FollowerWonk](#). Learn from them, and Tweet the type of content and hashtags that they care about.



53. Use a separate Twitter app on your phone for your personal account and for your business’ account to avoid posting content meant for your personal account on your business account.

54. Add UTM codes to your Tweets to track your referring traffic from Twitter in Google Analytics.

55. If you’re Tweeting as part of a webinar or Twitter chat, kindly alert your followers and recommend that if they don’t want to see your Tweets to use Proxlet to mute you.

56. Use [SocialBro](#) to identify demographic information about your Twitter followers. Learn factors like nationality and gender, and participate in relevant holidays. (Example: Happy Boxing Day to our Canadian followers!)



57. Measure your click-throughs on the links you share with Bit.ly. Replicate the kind of language you use in those Tweets to increase engagement from your followers.

58. Don't wait for Google Alerts. Maintain and monitor a Twitter list of the actual publications and companies that matter most to your industry and community. When news breaks about your industry, you'll be the first to share it. This builds authority.

Sharing Your Content

59. Post Tweets of your blog posts. Use a variety of headlines and test what drives the most click-throughs.

60. Schedule Tweets of blog posts on the weekends, as people read on the weekends too. Also post Tweets of blog posts at night, as this targets people in other time zones.



61. If your blog post is a list of tips, offer one tip with a link to the post as a “teaser.”

62. If you feature tools or other companies in your blog posts, cc them on the Tweets to let them know so they retweet your content.

63. If you're creating evergreen content on your blog, don't be afraid to schedule Tweets of old blog posts. A few months later, they are still valuable to your audience and they may have missed it the first time.

Incorporate Other Platforms



64. Let your Twitter followers know about a great contest or discussion happening on your Facebook page or LinkedIn group and invite them to be a part of it. Don't beg for likes and members, though. (It's annoying.)

65. Share your email newsletter on Twitter. Invite people to sign up for your newsletter by sharing a link to the landing page where they can sign up.

66. Do a Twtpoll – ask your followers a question. Use the results for blog content.

67. Participate in relevant Twitter chats related to your community.

68. Don't cross-post your content to Facebook and LinkedIn – they are different platforms. Treat them individually.

69. If you're working on a blog post, ask your community members for help. Reach out to them and ask for their tips. It shows that there's a person behind the Twitter account.

Create Original Tweets

70. Offer a daily tip just for your Twitter followers.

71. Tell a joke or a riddle.

72. Use pictures. Show what you're working on. Offer a behind-the-scenes look. Take a picture at a conference or event.



73. Ask your followers a question or for their opinion on a relevant topic. Collect the Tweets with Storify and use them for a blog post.

Follow Friday

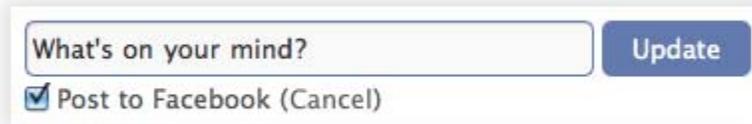


74. Use #FollowFriday to shine the light on your most engaged community members.

75. Do a “Special edition” #FollowFriday and give it a theme – group special community members together for a specific reason, trait or contribution to the community

Facebook Content Ideas

Posting Statuses on the Wall



76. Don't automate Twitter updates to your Facebook page. They are different platforms, so treat them differently.

77. Tag other companies and people in your statuses for increased engagement and cross-promotion.

78. Reply to users' comments and "likes" on your statuses.

79. Have a guest host. Have a celebrity, influencer or company executive take over your Facebook page for an hour or a day to interact directly with community members and answer their questions.

80. Ask for your community's opinion - Talk about a question that was asked somewhere else (blog, Twitter, etc) and pose that to your Facebook audience.

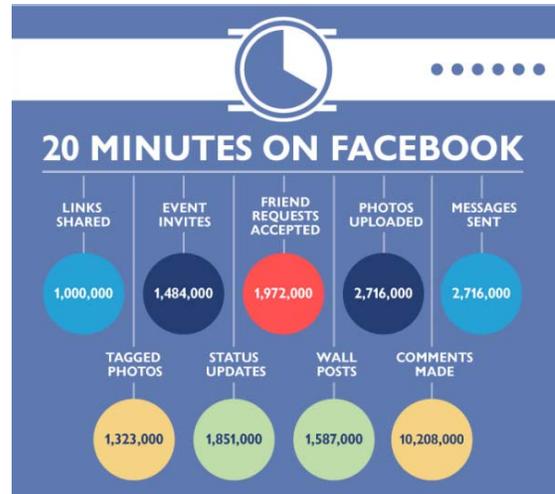
81. Ask for your community's ideas - Ask them what they would like to see in your next blog post, ebook, webinar, advertisement, event etc.



82. Tell the first part of a joke and let your community finish it. (Example: "Why did the chicken cross the road?....")

83. Tell a riddle.

93. Post pictures from a conference.
94. Post pictures of your product. Use the captions for descriptions. (Example: recipes, styles tips, an update about a new feature etc.)
95. Compare and contrast two products in a photo. Prompt your community to add their thoughts in the comments.
96. If you share an infographic or image on your blog, share just that image on your Facebook page and a link to the post on your page as a “teaser.”



97. Use the top photo strip of your Facebook page in a creative way. Spell out a word for a particular campaign, make a cartoon by connecting the images or show unique headshots of employees.

Analytics



98. Celebrate holidays – Post a status wishing everyone a happy _____. Use the demographics information in Facebook Insights to learn about what regions are represented in your community.
99. Use the Feedback metric in Facebook Insights to see which statuses get the highest %. Replicate that type of content, as this is the kind of content with the highest engagement and best value for news feed optimization.
100. Add UTM codes to the links you share on Facebook to track what leads are coming to your website from the page.

Creating Content is Just the First Step

These are the first steps for using blogging and social media to attract leads to your business. Most importantly, you'll want to ensure that the blog posts you write and share on social channels like Twitter and Facebook are optimized for search engines so that you aren't just attracting any kind of visitors, but the targeted audience that can convert into a customer.

4 Tips to Make the Most of Your Content

1. You have first-hand control of your on-page SEO – so no excuses. Optimize for it.

Make sure you target the right keywords and search phrases for your business, and that you are consistent. The areas you'll want to do this with are in your meta tags, page titles and page descriptions. You'll also want to do this throughout your blog post copy, and especially in your H1 text, or blog post headlines.



Here's something to think about: Google doesn't laugh. A cutesy phrase or rhyme appeals to humans in your headlines, but Google may not recognize its relevance. But later on, when humans Google your keywords, you'll want your content to show up – and it won't if it isn't optimized for search engines. You can work around this though by rewriting your page title as a more literal description of the content and keeping an entertaining headline that draws your audience in when they see it shared on social media.

Here's an example of how the Wall Street Journal did this:

The screenshot shows the Wall Street Journal website interface. At the top, the browser address bar displays the URL: online.wsj.com/article/SB10001424052748704132204576190344232339766.html. The page header includes the WSJ logo, navigation menus for various sections (Marketwatch, Barron's, SmartMoney, AllthingsD, Fins), and a search bar. Below the header, there are navigation tabs for 'World', 'U.S.', 'New York', 'Business', 'Markets', 'Tech', 'Personal Finance', 'Life & Culture', 'Opinion', 'Careers', 'Real Estate', and 'Small Business'. The main content area features a 'TOP STORIES IN Business' section with headlines like 'Calif. Approves Amazon Tax Compromise', 'Board Aims to Revamp Yahoo', 'SEC Lawyer Tied to Fund Raising', and 'AT&T'. The article 'Video Kills the Radio Czar' is highlighted, with a sub-headline 'CEO Is Second NPR Executive to Resign Following Activist's Sting Operation'. Below the article title, there are tabs for 'Article', 'Video', and 'Comments (697)'. Social media sharing options (Email, Print, Save, Like, Tweet) are visible. An 'ARTICLE FREE PASS' banner offers a free sample of exclusive subscriber content. A sidebar on the right contains a green advertisement for 'saedf' (san antonio economic development foundation) with the text 'Discover a city that loves green business.' The article byline reads 'By RUSSELL ADAMS And DANNY YADRON' and the lead paragraph states: 'The head of National Public Radio quit under fire as the organization became ensnared in a fresh scandal at a time when Congress is debating whether to pull its government funding.' A small photo of Vivian Schiller is shown next to her name and title: 'Vivian Schiller, president and chief executive of NPR since January 2009, stepped down just hours after a video showed the head of NPR...'.

You can use tools such as Google's Keyword Research tool to identify the right keywords and alternative phrases to use in your content, and research what popular search phrases there are for you to use with Google Insights. Additionally, HubSpot's content management software includes a Keyword Grader tool that analyzes which keywords are performing best.

2. Set an editorial calendar and stick to it.

Our research shows that companies with blogs get 55% more website traffic, and that number goes up exponentially whether you post once a week, twice a week, and then up to several times a day – wherein you become a thought leader in your field. Our advice? Blog as often as you can while keeping the content valuable for your prospects.



3. Include calls-to-action on every post.

You're going to give away plenty of information for free with your blog content and through the social channels you share it on. You want to optimize that content with calls-to-action so you get something in return: prospects converting to leads. Include calls-to-action for eBooks, webinars, newsletters, podcasts or events – anything more substantial than a blog post that warrants a prospect filling out a form where they can get more valuable content from you, and where you can get closer to converting them into a customer.

You want your calls-to-action to match your content, like completing your outfit by matching your shirt to your shoes. If you're offering nutrition tips in a blog post, offer a call-to-action for something related, like a nutrition seminar. It's related content and valuable to your target audience, so you're not only attracting them in the first place but also keeping them engaged further down the funnel.

HubSpot's content management system includes a module for your calls-to-action, making it easy for you to organize them and plug them right into your blog posts before you hit "publish."

4. When it comes to social media, share often.

Search is now social. In addition to keywords, search engines like Google consider Tweets, Facebook "likes" and Google "+1's" in their algorithms. So the more that your content is shared, the higher it will rank.



Remember that not every prospect lives in your time zone, so one Tweet of a blog post is not enough. If you're in New York City and you Tweet your blog post at 9:00 a.m., your prospects in San Francisco are still asleep and they will miss your content if they aren't subscribed to your blog through RSS or email yet. Space out a couple of Tweets and Facebook posts of your blogs articles to ensure that all of your target audience members see them. And last but not least – don't forget that the weekend is often a time when people catch up on the reading they don't have time to do during the week. So a few Tweets of your posts on a Saturday afternoon can certainly help your traffic.

Next Steps

Your full inbound marketing strategy means attracting prospects with this content, converting them and then analyzing the results to see which of these ideas works for your brand and audience. HubSpot offers a host of tools that will help you do all of this. Want to learn more?

[Get your free 30-day trial of HubSpot today.](#)

