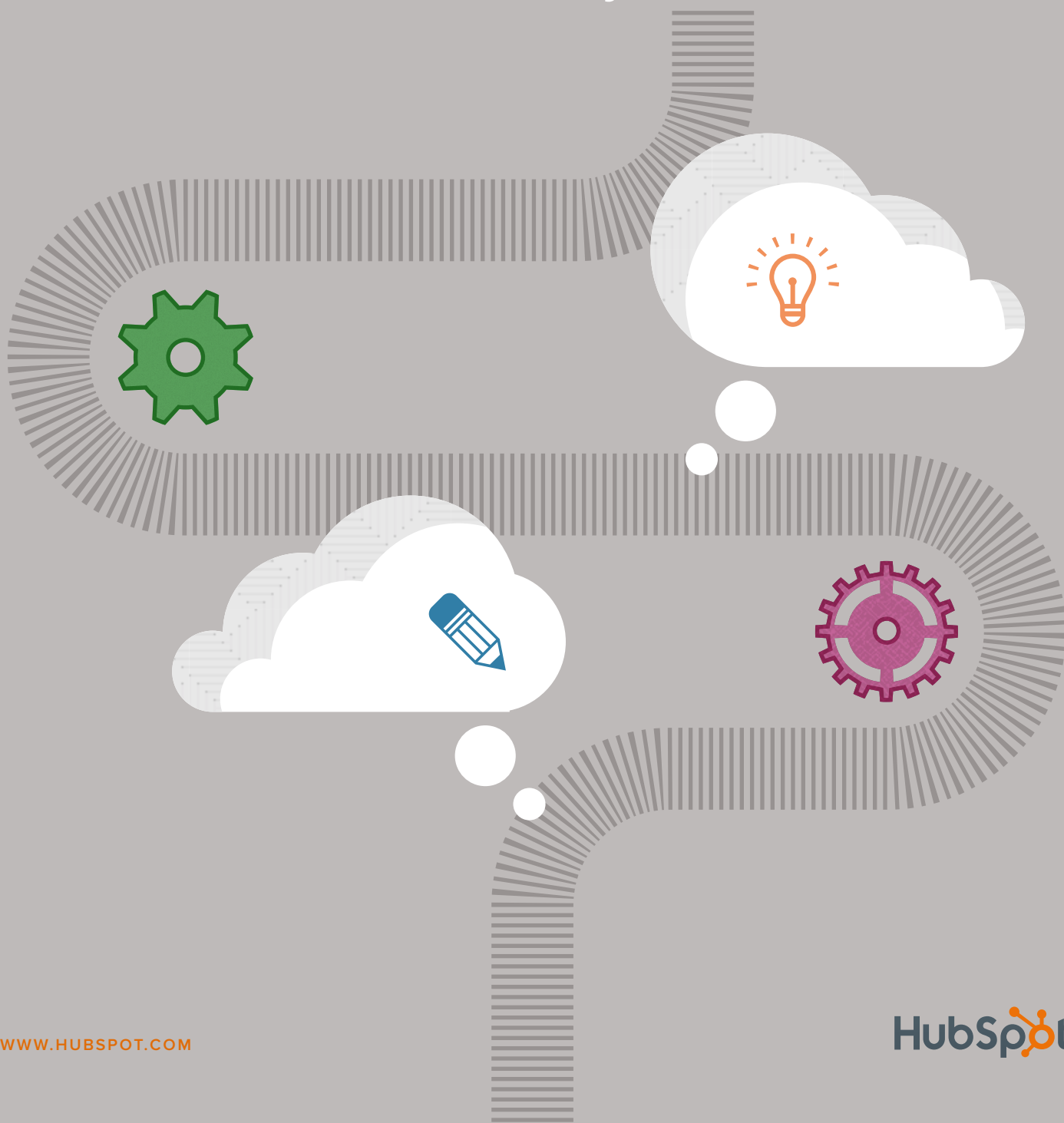


The Little Book of Remarkable Ideas

Created by You



Is this book right for me?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

INTRODUCTORY



THIS BOOK

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

INTERMEDIATE



Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED



Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.



FOR THE LOVE OF MARKETING.

HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE.

... brings your whole marketing world together in one, powerful, integrated system.

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[Video Overview](#)



Marketing analytics

Analyse your web traffic and see which sources are generating the most leads.



Search optimisation

Improve your rank in search engines by finding and tracking your most effective keywords.



Blogging

Create blog content quickly while getting SEO tips and best practice pointers as you type.



Lead management

Track leads with a complete timeline-view of their interactions with your company.



Email

Send personalised, segmented emails based on any information in your contact database.



Social media

Publish content to your social accounts, then nurture leads based on their social engagement.

The Little Book of Remarkable Ideas.

Written By Lisa Toner

FOLLOW ME ON TWITTER:
[@LISATONER13](https://twitter.com/LISATONER13)

FOLLOW ME ON LINKEDIN:
[WWW.LINKEDIN.COM/IN/LISATONER](https://www.linkedin.com/in/lisatoner)



Lisa Toner

is the inbound marketing content strategist at HubSpot, Dublin. She is the creator of 'Super Driven and Totally Clueless', a blog for young professionals and has also ghost authored an autobiography, 'Surviving a Storm – The story of Barbara Westfield'.

When she is not dreaming up creative new ideas for content, she likes to stay on top of emerging marketing trends so she can share them with the world.

CONTENT

① Introduction	② Understanding Your Customer's Language	③ Using Social Tools and Real-Time Trends for Idea Generation
→ Page 06	→ Page 07	→ Page 21
④ Getting Ideas from Internal Resources	⑤ Get Creative with Different Content Formats	
→ Page 34	→ Page 41	

①

Introduction

As an inbound marketer, you know how important it is to create remarkable content that helps you achieve your marketing and sales goals.

You also know how difficult it can be to constantly come up with awesome new content ideas that will rock the socks off your audience! That's where the Little Book of Remarkable Ideas comes in.

In this book, we will provide you with some cool tools to help you brainstorm fresh new ideas for your content strategy so that you never have to run dry again!

So roll up your sleeves and get stuck in... this book is created by YOU!



②

Understanding Your Customer's Language.

The following tools are great ways to find out the terms your potential customers are using to find you.

- Ⓐ Google Keyword Planner
- Ⓑ Google Analytics
- Ⓒ Google Suggest
- Ⓓ UberSuggest
- Ⓔ HubSpot Keyword Tool

Let's dig in and see how you can use each one for content creation...



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②

Understanding Your
Customer's Language

①

Google Keyword Planner

What is it?

Google recently launched the Keyword Planner in place of the old Keywords tool. It is designed to simplify keyword research and campaign planning.

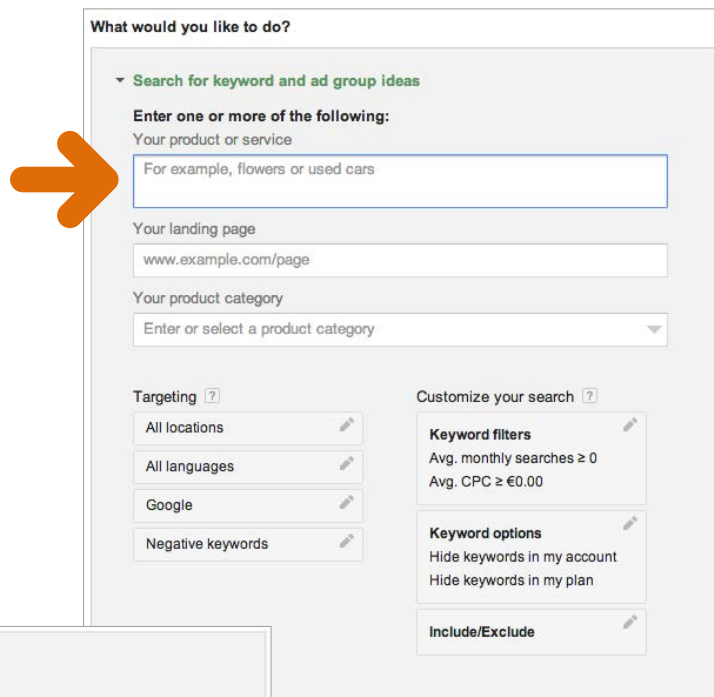
How do I use it?

The Keyword Planner can be used to search for keyword and ad group ideas. Enter a keyword or phrase, the URL of a landing page and/or an Adwords category, and the Keyword Planner will return some potentially relevant keywords. Each keyword is accompanied by the average number of times per month for which that exact phrase was searched, the phrase's competitive score and its average cost per click (CPC).

How does it help me create content?

Knowing what your customers are searching for is the first step in creating content that gets you found. The tool also gives every possible combination of keywords that you provide it with, e.g. multiplying a list containing 'black bean' with a list containing 'recipe' and 'burger' would result in the following combined keywords: 'black bean recipe', 'black bean burger', etc. which should give you endless blog titles!

1. Get keyword ideas by providing info about your product or service



What would you like to do?

▼ Search for keyword and ad group ideas

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

All locations

All languages

Google

Negative keywords

Customize your search ?

Keyword filters

Avg. monthly searches ≥ 0

Avg. CPC ≥ €0.00

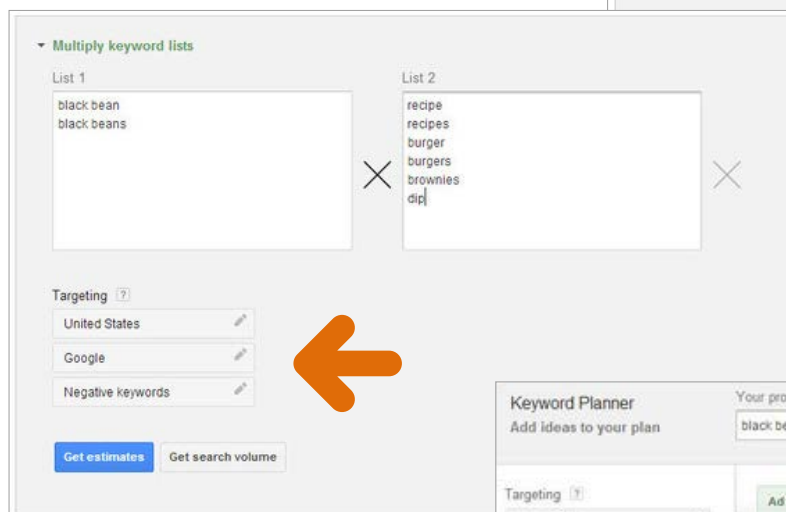
Keyword options

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

2. Combine multiple keyword lists to get long-tail keyword ideas



▼ Multiply keyword lists

List 1

black bean

black beans

List 2

recipe

recipes

burger

burgers

brownies

dip

Targeting ?

United States

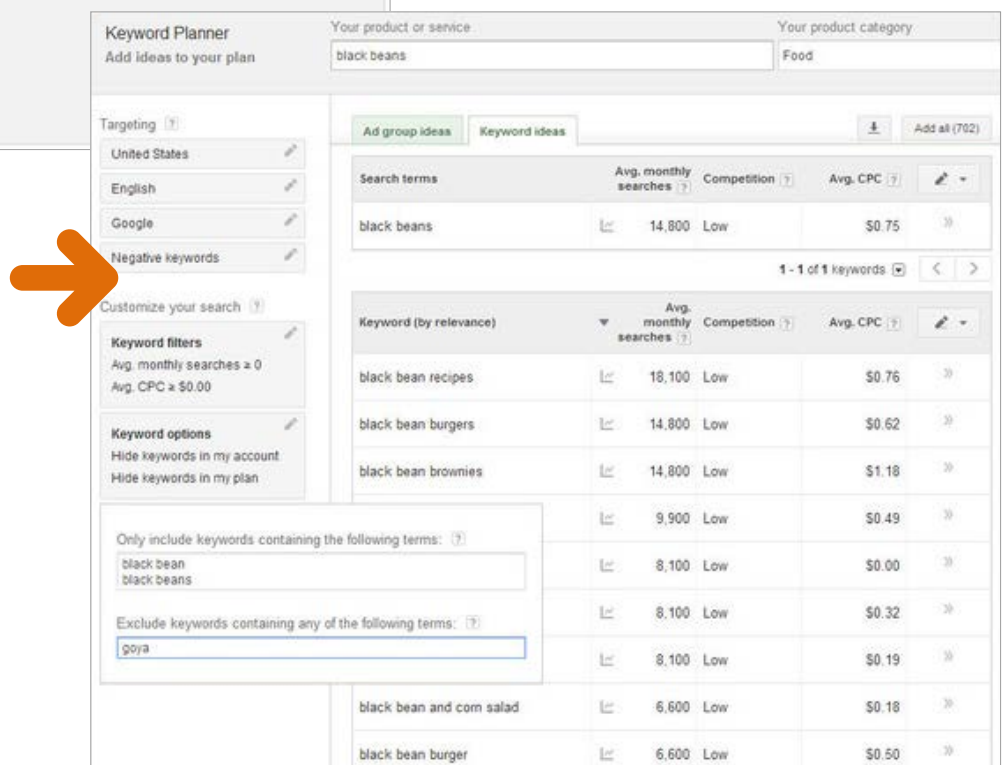
Google

Negative keywords

Get estimates

Get search volume

3. Your ideas report will look something like this



Keyword Planner

Add ideas to your plan

Your product or service

black beans

Your product category

Food

Targeting ?

United States

English

Google

Negative keywords

Customize your search ?

Keyword filters

Avg. monthly searches ≥ 0

Avg. CPC ≥ \$0.00

Keyword options

Hide keywords in my account

Hide keywords in my plan

Only include keywords containing the following terms: ?

black bean

black beans

Exclude keywords containing any of the following terms: ?

goya

Ad group ideas

Keyword ideas

Download

Add all (702)

Search terms	Avg. monthly searches	Competition	Avg. CPC
black beans	14,800	Low	\$0.75

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Avg. CPC
black bean recipes	18,100	Low	\$0.76
black bean burgers	14,800	Low	\$0.62
black bean brownies	14,800	Low	\$1.18
black bean and corn salad	9,900	Low	\$0.49
black bean burger	8,100	Low	\$0.00
	8,100	Low	\$0.32
	8,100	Low	\$0.19
black bean and corn salad	6,600	Low	\$0.18
black bean burger	6,600	Low	\$0.50



②

Understanding Your
Customer's Language

ⓑ

Google Analytics

What is it?

Google analytics not only lets you measure sales and conversions, but also gives you fresh insights into how visitors use your site, how they arrived on your site, and how you can keep them coming back.

How do I use it?

GA offers many tools you can use for getting content ideas. Simply add the GA code to your website and start tracking the terms that bring people to your website as well as how each individual page of your website is performing.

How does it help me with content?

Use the organic search terms to guide your writing. Create content around the keywords used by your prospects and leads that got them to your website to attract even more people who experience the same issues and challenges. You can view your top organic keywords, best performing articles and create custom reports to look at the engagement of your content. All of this information helps you better understand what content you should be creating for your audience.

1. how to use photoshop
2. pinterest
3. branding strategies
4. hubspot blog
5. how to make a qr code
6. hubspot
7. sales quotes
8. what is groupdeal tools working from home deal
9. how to search in google
10. how to create a qr code

Top Performing Organic Keywords



Top Performing Articles



1. How to Create a Facebook Business Page in 5 Simple Steps (With Video!)
2. 15 Phenomenal TED Talks You Need to Watch Today
3. How to Create Custom Tabs for Facebook Business Pages
4. The Ultimate Cheat Sheet for Creating Social Media Buttons
5. The Ultimate List: 50 Local Business Directories
6. How to Create a QR Code in 4 Quick Steps
7. The New Gmail Inbox: How It Works and Why Email Marketers Should Pay Attention
8. The Top 10 Most Remarkable Marketing Campaigns EVER [Slideshow]
9. The Ultimate Cheat Sheet for Mastering LinkedIn
10. 20 Things Every Graduating Marketing Student Needs to Know

Google Analytics Custom Reports



Entrances / Pageviews ?	Bounces ?	Bounce Rate ?	Unique Pageviews ?	Pageviews ?	Avg. Time on Page ?
56.37% Site Avg: 56.37% (0.00%)	324,906 % of Total: 100.00% (324,906)	70.53% Site Avg: 70.53% (0.00%)	690,648 % of Total: 100.00% (690,648)	817,293 % of Total: 100.00% (817,293)	00:02:49 Site Avg: 00:02:49 (0.00%)
82.02%	206,341	70.15%	303,929	358,597	00:04:16
66.02%	24,188	86.95%	36,201	42,135	00:07:02
22.01%	6,424	70.23%	35,647	41,560	00:02:14
71.87%	15,142	82.48%	21,580	25,542	00:04:41
20.41%	3,065	56.44%	20,732	26,603	00:01:17
24.36%	2,790	51.16%	17,889	22,390	00:01:29



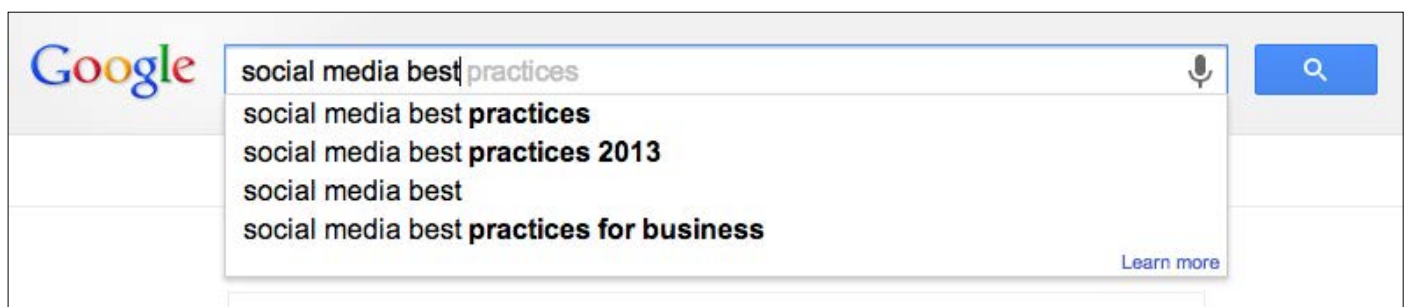
②

Understanding Your Customer's Language

©

Google Suggest

Google Suggest is a super simple and often overlooked method of finding out what people are searching for.



And scrolling to the bottom of the search results page will provide you with an extra helping of awesome blog titles! Magic!





Space for Your Ideas:

②

Understanding Your Customer's Language

④

UberSuggest

What is it?

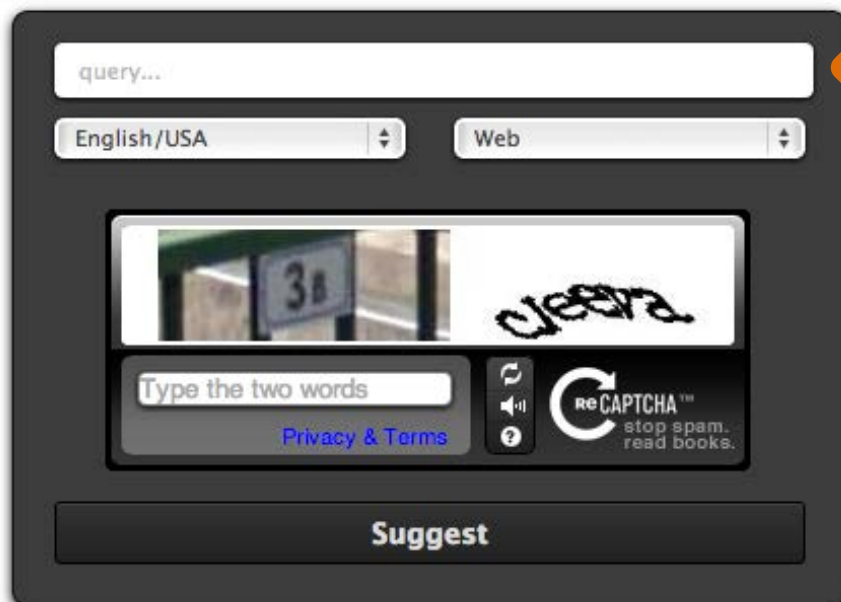
UberSuggest is a free keyword suggestion tool that makes good use of Google Suggest and other suggest services.

How do I use it?

Simply type a term into the search box, choose a language and a source and UberSuggest will extract suggestions for it.

How does it help me with content?

With this keyword tool you can instantly get thousands of keyword ideas from real user queries. You can use it to get ideas for your next 100 blog posts and put your ideas in an editorial calendar.



For example, if you do a search on apples...

You will get results for apples
+ every letter in the alphabet!



↑ apples

- ⊕ apple store
- ⊕ apples to apples
- ⊕ apples
- ⊕ appleseeds
- ⊕ applesauce cake
- ⊕ applesauce
- ⊕ apples to apples online
- ⊕ applescript
- ⊕ applesauce muffins
- ⊕ appleseed xiii

↑ apples +

- ⊕ apples to apples
- ⊕ apples to apples online
- ⊕ apples in stereo
- ⊕ apples and bananas
- ⊕ apples and honey
- ⊕ apples nutrition
- ⊕ apples number
- ⊕ apples and oranges
- ⊕ apples and bananas song
- ⊕ apples for dogs

↑ apples + a

- ⊕ apples and bananas
- ⊕ apples and honey
- ⊕ apples and oranges
- ⊕ apples and bananas song
- ⊕ apples and bananas lyrics
- ⊕ apples and dogs
- ⊕ apples and more
- ⊕ apples and weight loss
- ⊕ apples and pears
- ⊕ apples and onions

↑ apples + b

- ⊕ applebees
- ⊕ apples benefits
- ⊕ apples bakery
- ⊕ apples bad for dogs
- ⊕ apples baby food
- ⊕ applebees menu
- ⊕ apples bodybuilding
- ⊕ apples bar and grill
- ⊕ apples burn fat
- ⊕ apples bad for you



②

Understanding Your Customer's Language

⑤

HubSpot's Keyword Tool

What is it?

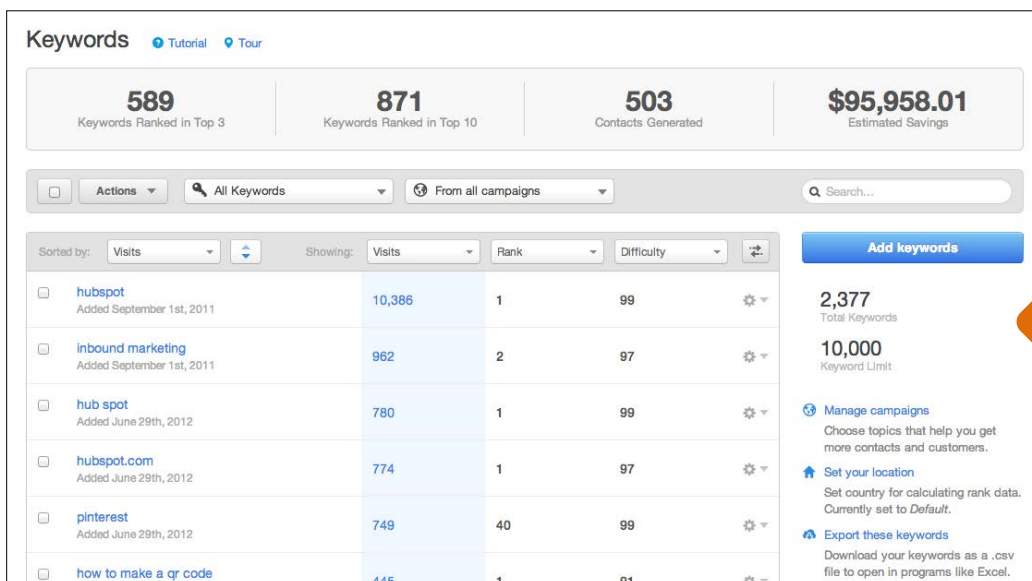
HubSpot's keyword tool lets you analyse your keywords, increase your ranking and calculate your search ROI.

How do I use it?

Input your keywords to see where you rank for them, how many visits your website is getting from them, and how difficult they are to rank for.

How does it help me with content?

The HubSpot keyword tool helps you understand what keywords are currently attracting people to your site. It also shows you relevant keywords that you might not be currently ranking well for. This helps you understand what topics you should be addressing in your content.



Keywords	589 Keywords Ranked in Top 3	871 Keywords Ranked in Top 10	503 Contacts Generated	\$95,958.01 Estimated Savings
Sorted by: Visits	Showing: Visits	Rank	Difficulty	
<input type="checkbox"/> hubspot Added September 1st, 2011	10,386	1	99	
<input type="checkbox"/> inbound marketing Added September 1st, 2011	962	2	97	
<input type="checkbox"/> hub spot Added June 29th, 2012	780	1	99	
<input type="checkbox"/> hubspot.com Added June 29th, 2012	774	1	97	
<input type="checkbox"/> pinterest Added June 29th, 2012	749	40	99	
<input type="checkbox"/> how to make a qr code	445	1	91	

2,377
Total Keywords

10,000
Keyword Limit

[Add keywords](#)

[Manage campaigns](#)
Choose topics that help you get more contacts and customers.

[Set your location](#)
Set country for calculating rank data. Currently set to Default.

[Export these keywords](#)
Download your keywords as a .csv file to open in programs like Excel.

See how many visits your keywords are getting, where you currently rank in the search engines and how difficult those keywords are to rank for.



③

Using Social Tools and Real-Time Trends for Idea Generation.

We have selected the following social tools for you to try out for generating ideas for your content. Check each of them out now and see if you are inspired, then write your ideas in this book for future reference.

- Ⓐ Google Trends
- Ⓑ Bottlenose
- Ⓒ SocialCrawlytics
- Ⓓ SEOGadget's Content Ideas Generator
- Ⓔ Quora
- Ⓕ Social Mention



③

Using Social Tools
and Real-Time Trends
for Idea Generation.

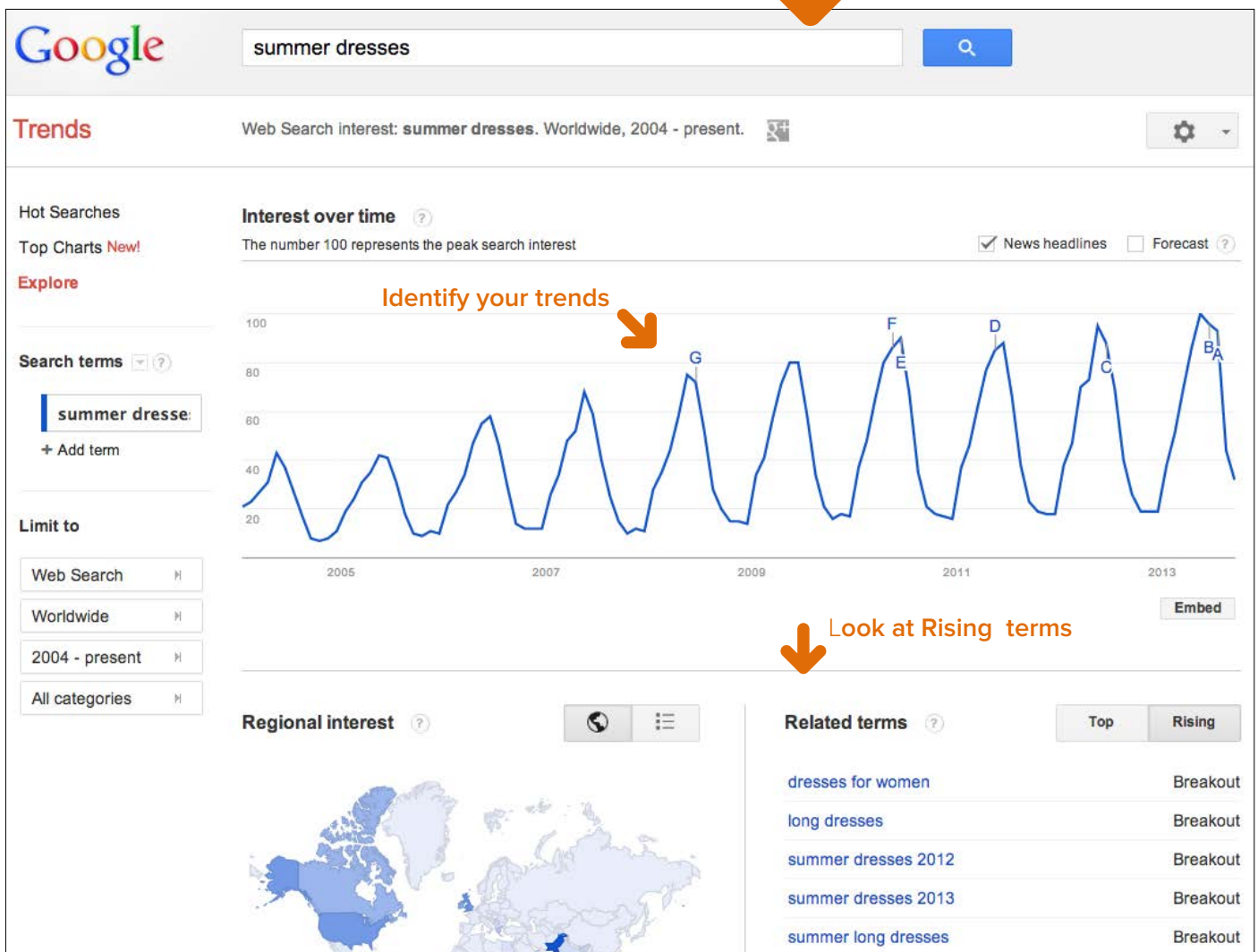
Ⓐ

Google Trends

→ <http://www.google.com/trends/explore>

Google Trends helps you identify what topics are relevant for your country. It can also show if there are seasonal trends for different topics you are writing about and what are rising terms relevant to a topic. This will help you target the right content at the right time.

See what topics are trending in
your area. Great for Newsjacking!





③

Using Social Tools
and Real-Time Trends
for Idea Generation.

Ⓑ

Bottlenose

→ <http://bottlenose.com/>

Bottlenose acts like a social search engine. It pulls in trending articles and commentary from social platforms based on keywords you enter. This helps you identify what's relevant for your chosen topics and will spark lot's of awesome content ideas.

Instantly identify emerging and important trends that are likely to impact your brand.



The screenshot displays the Bottlenose website interface. At the top, there's a navigation bar with 'Celebs' selected. Below it, a sidebar on the left lists various categories like SONAR, NOW, MEDIA, ACTIVITY, ENTERTAINMENT, TOPICS, and AUDIENCE. The main content area is titled 'Trending Articles' and features a grid of 12 article cards. Each card includes a headline, a brief description, a small image, and the source website. The articles cover topics such as Ariana Grande's tour, Justin Bieber's photos, Celebitchy blog, Monalisa Chinda vs Kim Kardashian, Amanda Bynes' mental health, Justin Bieber's birthday party, Katy Perry's dating rumors, Angelina Jolie's Forbes ranking, Robert Pattinson's party, Harry Styles' rumors, and more. At the bottom of the page, a blue banner reads 'Trending Articles from the Crowd'.



③

Using Social Tools
and Real-Time Trends
for Idea Generation.

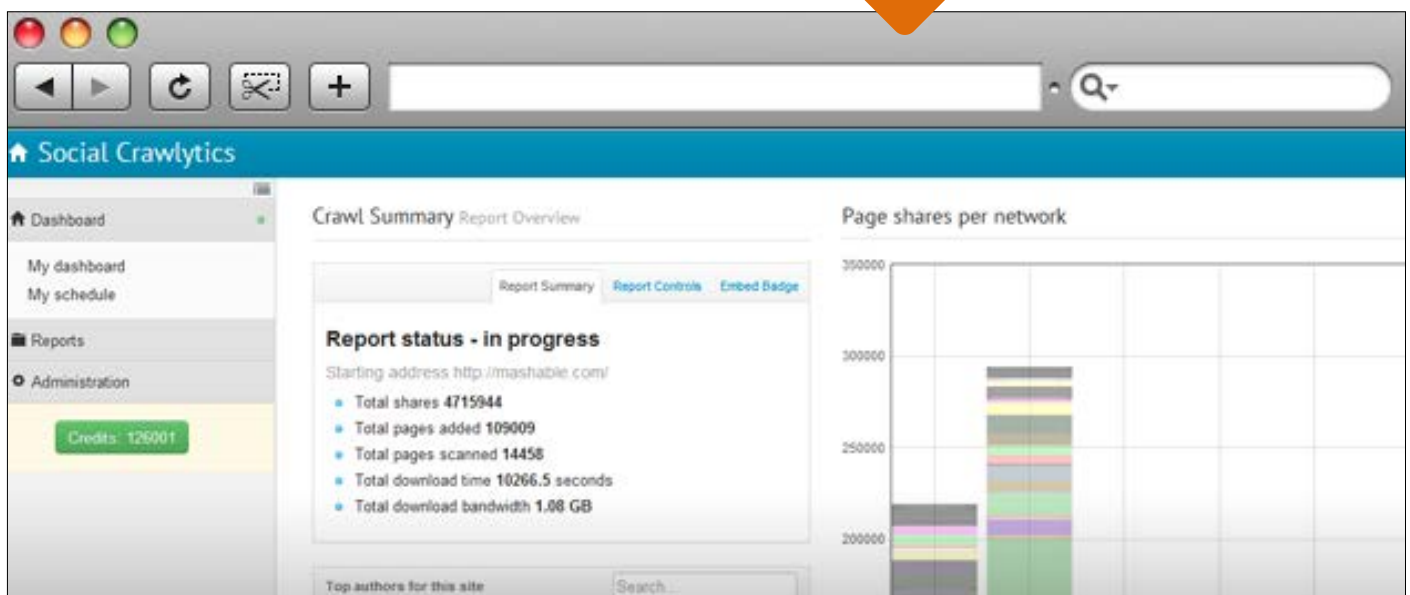
©

SocialCrawlytics

→ <https://socialcrawlytics.com/>

SocialCrawlytics is a great tool to help you figure out what content produced by your competitors is resonating with their audience – who you just may want to reach too. It crawls a site and shows how many social shares each URL has gotten.

Identify your competitor's most
shared content on different social
platforms





③

Using Social Tools
and Real-Time Trends
for Idea Generation.


④

SEOGadget's Content Ideas Generator

→ <http://bit.ly/17rVXT1>

SEOGadget's Content Ideas Generator is an awesome Google Doc that get's populated with news stories, articles and tweets related to a topic. If you want to brainstorm content on "inbound marketing" you can simply enter that keyword and the generator will give you a treasure chest of ideas with one click of a button.

Type in your search query
and source lot's of relevant
news stories & articles



Search Query	Google News			Bing News (best match)	Bing News (most recent)	Digg (m
	Title	Who & When?	Description			
hotel	A New View at Chelsea Hotel[1]	Wall Street Journal - 9 hours ago	Ed Scheetz has become the Chelsea Hotel's new sole owner after buying back five properties from Joseph Chetrit, his partner in King & Grove Hotels who earlier this year purchased the Sony building on Madison Avenue for \$1.1 billion. Mr. Scheetz, the ...	Owner of America's 'dirtiest' hotel loses TripAdvisor lawsuit[2]	#N/A	#N/A
	Nine crazy, quirky hotel rooms around the world	USA TODAY - 22 hours ago	When many of us think of hotel rooms, we think of plain Jane corporate décor – beige walls, beige bedding, beige curtains.	Hotel's defamation lawsuit dropped; renovation plans move forward	--	--
	Parking ramp for Uniland hotel project draws most focus at meeting	Buffalo News - 5 hours ago	Uniland Development Co. tried to focus attention Thursday	Iron Horse Hotel contractor wins \$2.5M judgment against Tim Dixon	--	--



③

Using Social Tools
and Real-Time Trends
for Idea Generation.

⑤

Quora

→ <https://www.quora.com/>

Quora is the social question and answer platform. It can be a great resource of ideas for your various content topics. For example, if you search for “inbound marketing” you can see the top stories and trending questions. You can also look at questions that are currently unanswered.

You can see top stories
or trending stories or trending
stories for that topic.



Inbound Marketing

Edit

* Options 1642 Followers Unfollow

Top Stories Trending About Questions Manage

[Add Question](#)
[Write Post](#)
[Write Review](#)

Answer added to topic Inbound Marketing. 2 Feb, 2011

What is Organic Marketing?

Frank Rodriguez, Internet Marketing, SEO, Social Media & New Technologies

As the term suggest - organic = natural - as opposed to - its opposite = artificial. SEO via methods of web usability, link building, keywords, code/meta /tags, server...etc ... [\(more\)](#)

[Upvote](#) · [Comment](#) · [Share](#)

Answer added to topic Inbound Marketing. 9 Jul, 2012

Search Engine Optimization (SEO): If an SEO contest (ranking a domain) with a large amount of prize money existed, what kind of rules should there be?

Jared Pomranky, Entrepreneur, Technologist, Triathlete

I don't think you can have a contest that would actually compare apples to apples unless Google sets up some sort of proving ground (I'm sure they wouldn't do this). Any wo... [\(more\)](#)

[Upvote](#) · [Comment](#) · [Share](#)

Answer added to topic Inbound Marketing. 15 Jul

Sales and Marketing Automation: Can you see differences between HubSpot, Pardot, Ac Paige Musto, MBA

Act-On is a marketing automation platform that l inbound, outbound and nurturing programs toge and social. Our custom... [\(more\)](#)

[Upvote](#) · [Comment](#) · [Share](#)

0 Reviews

About Inbound Marketing

Describe the Inbound Marketing topic

Related Topics

- HubSpot**
17666 Followers
- Lead Generation**
1531 Followers
- Content Marketing**
2893 Followers
- Sales and Marketing Automation**
758 Followers
- Moz**
18500 Followers

[View 3 More](#)

11 Unanswered Questions

Reviews of: Inbound Marketing

Anyone used both Hubspot and Infusionsoft would love to hear their thoughts on both





③

Using Social Tools
and Real-Time Trends
for Idea Generation.

Ⓕ

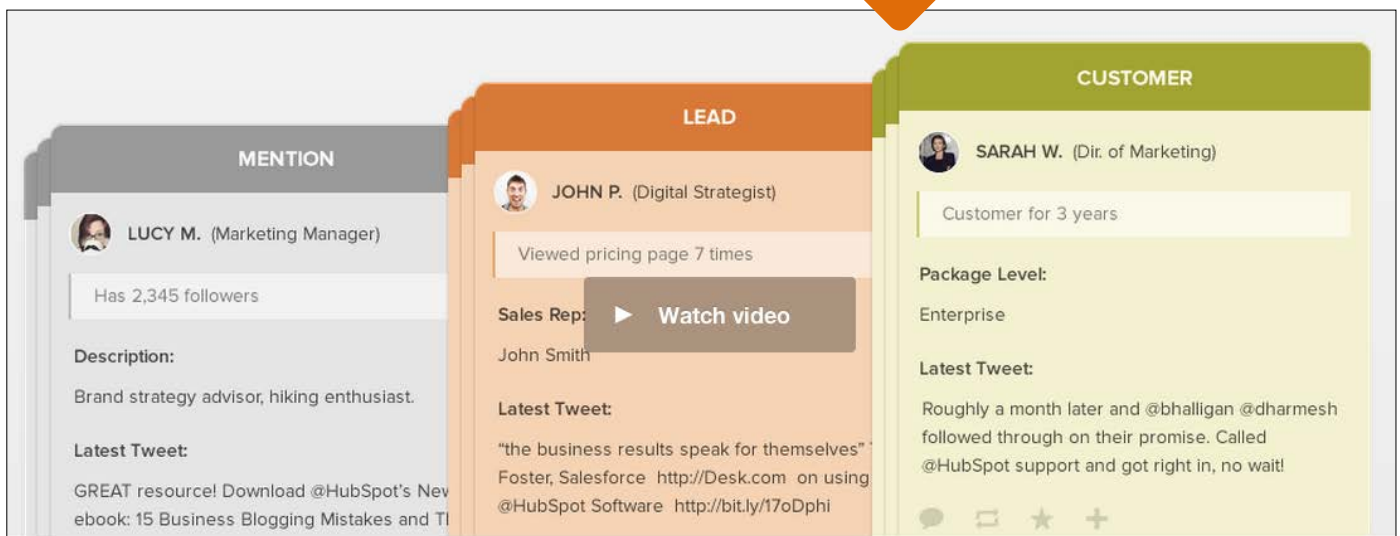
Social Inbox

→ <http://www.HubSpot.com/>

HubSpot's Social Inbox takes monitoring further than keywords by focusing on the people who matter to your business. View social activity by customers, leads or any other segment you want.

You can set up monitoring streams based on keywords or twitter handles, and get email notifications as soon as anyone on twitter mentions them. This enables you to see what your customers and leads are saying about your keywords and should provide lots of ideas for creating content.

See what your customers and
leads are saying about you



The screenshot displays the HubSpot Social Inbox interface with three tabs: MENTION, LEAD, and CUSTOMER. The MENTION tab shows a tweet from Lucy M. (Marketing Manager) with 2,345 followers. The LEAD tab shows a lead named John P. (Digital Strategist) who has viewed the pricing page 7 times and has a tweet about business results. The CUSTOMER tab shows a customer named Sarah W. (Dir. of Marketing) who is a 3-year customer and has a tweet about following through on a promise.

! Bonus:

Because HubSpot analytics spans all tools, you get insight into the entire interaction history of everyone who visits from social media, from what pages they visit and how often, to whether or not they're a customer.



Space for Your Ideas:

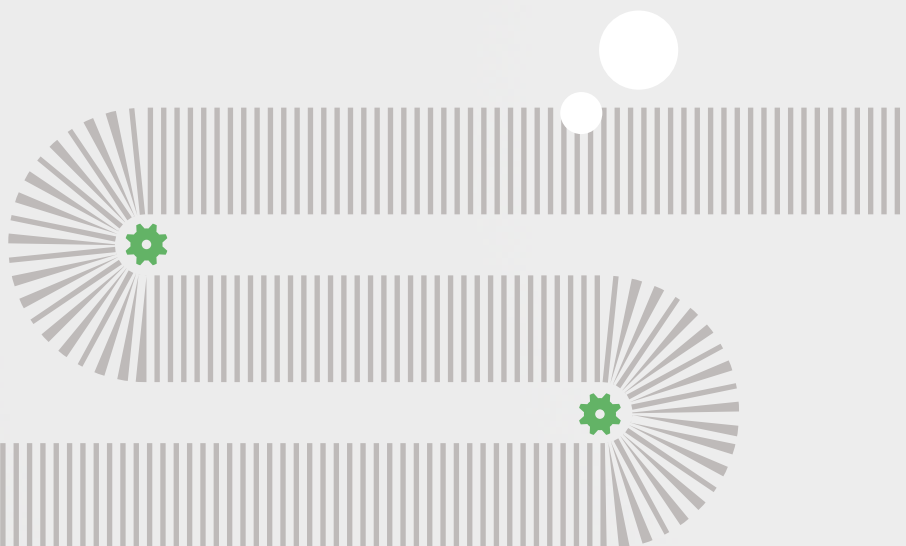
④

Getting Ideas from Internal Resources.

Many people forget that their internal resources can provide a wealth of information for content ideas.

The most effective one is getting your staff and customers to complete a short questionnaire on a regular basis – your staff at least.

Get into the habit of passing around the following surveys and you will be sure to generate content ideas for each stage of the buying cycle.



④

Getting Ideas from
Internal Resources.

Sales Rep Questionnaire

Asking your sales team questions about the current trends in the market is a great way to generate content ideas. They are in the field hearing first-hand, the challenges and issues that prospects are facing. They hear the common objections as to why prospects don't buy, so getting them to complete this questionnaire on a regular basis will provide you with tons of content ideas.

Sample questions:

- What are the biggest issues prospects are facing that lead them to searching for a solution?
- What are the main objections you hear as to why they don't buy?
- What are some goals your prospects are trying to solve?
- What are some of your prospects biggest challenges?
- What does success look like for your prospect, what metrics are they measured by?



④

Getting Ideas from
Internal Resources.

Customer Service Rep Questionnaire

The same can be said for anyone in your company that deals directly with your customers. Getting them to complete a variation of the sales questionnaire can turn up great information for you to shape into lead generating content.

Sample questions:

- What challenges were customers facing that made them search for a solution?
- What problems have we solved for them?
- What do we provide them that they find most valuable?



④

Getting Ideas from
Internal Resources.

Customer Questionnaire

Customers are a goldmine of information we can use for content creation. Not only can we leverage their stories for case studies and testimonials but we can also use their individual journey to create lead generating content.

We can use the same questions we have used before, but ask them directly to the customer.

Sample questions:

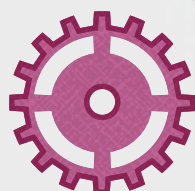
- What challenges were you facing that made you search for a solution?
- How did you find us?
- Why did you decide to buy from us and not our competitors?
- What problems have we solved for you?
- What problems are you still facing?
- What do we provide you that you find most valuable?



⑤

Get Creative with Different Content Formats.

There are lots of different types of content formats that you can and should include in your content strategy. Try out some of the cool tools we have provided in the next section.



⑤

Get Creative with
Different Content
Formats.

Ⓐ

SnapApp

→ <http://www.snapapp.com/>  https://twitter.com/Snap_App

SnapApp is a marketing platform which allows you to easily create your own branded interactive content like contests, sweepstakes, quizzes, polls and surveys. Select from more than 40 customisable content types for web, mobile, social and email marketing campaigns.

PC WORLD

WHAT KIND OF NETWORK MANAGER ARE YOU?

PC World created a fun personality test aimed at their target audience.

filed under:  Publishers  Personality Test

What kind of network manager are you?



1) An employee asks for extra space on the server to store his MP3 files. You reply:

- ☐ I recommend storing them on a personal drive. And rereading your employee handbook.
- ☐ No, but let me show you how to use a free online storage service.
- ☐ You've got your server allotment. You can use it however you'd like.
- ☐ Sure! How would you like your own NAS?

Powered by SnapApp™

⑤

Get Creative with
Different Content
Formats.

ⓑ

GoAnimate

→ <http://goanimate.com/>

→ <https://twitter.com/GoAnimate>

Go Animate for Business allows you to make an unlimited amount of marketing videos in the cloud using super easy-to-use drag-and-drop tools. Much more than a slideshow maker, the Go Animate app can help you craft visually dynamic videos your customers won't be able to resist.



Examples:

- Create a demo video of your products or services and post it on your blog, website or social networks
- Repurpose marketing materials and industry statistics into compelling animations

⑤

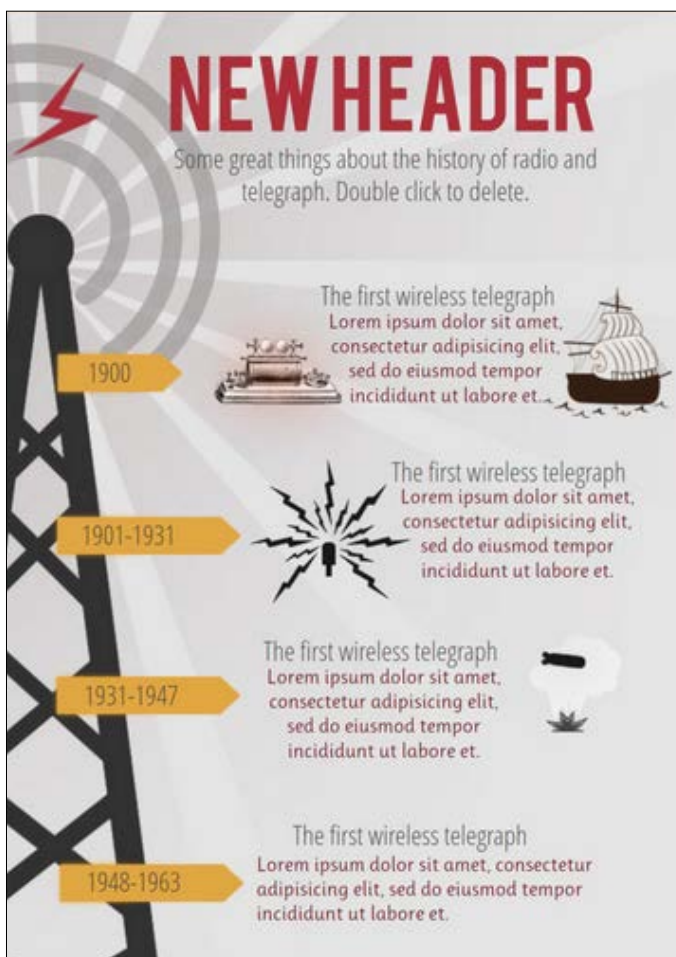
Get Creative with
Different Content
Formats.

©

Piktochart

→ <http://piktochart.com/>

Piktochart is a web-based tool which lets you turn words, stats and survey results into colourful visual infographics. You can use drag-and-drop shapes and art work into your design or customize to suit. Add bars, graphs and pie charts, upload data from CSV files and export to PNG or JPG files for either print or web.



Examples:

- Turn yearly marketing reports or customer polls and surveys into attractive and visually interesting posters for either print or web
- Use the infograph tool to turn hard to understand subjects from company white papers into a bite-size infograph series

⑤

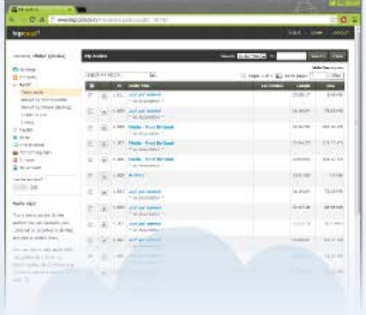
Get Creative with
Different Content
Formats.

④

Hipcast

→ <http://www.hipcast.com/>→ <https://twitter.com/hipcast>

Hipcast is a podcast tool that lets you create and manage audio and video podcasts from the cloud and post them to your blog or website. All the tools and tutorials needed to create a cool and informative podcast can be found on Hipcast.



Publish Audio and Video Podcasts From the Cloud

Be Creative. We'll do the boring stuff.

Hipcast lets you create and manage audio and video podcasts from the cloud, and post them to your blog. Never worry about keeping track of your media again, and access it anywhere that has an internet connection!

Sign up free for 7 days and learn how easy podcasting can be! If you aren't satisfied, simply cancel your account at any time.

[Plans & Pricing](#) [Cloud Podcasting](#)

Examples:

- Talk to industry experts and trend-setters for an insightful interview series
- Report live from industry events and share the podcast on your social networks

⑤

Get Creative with
Different Content
Formats.

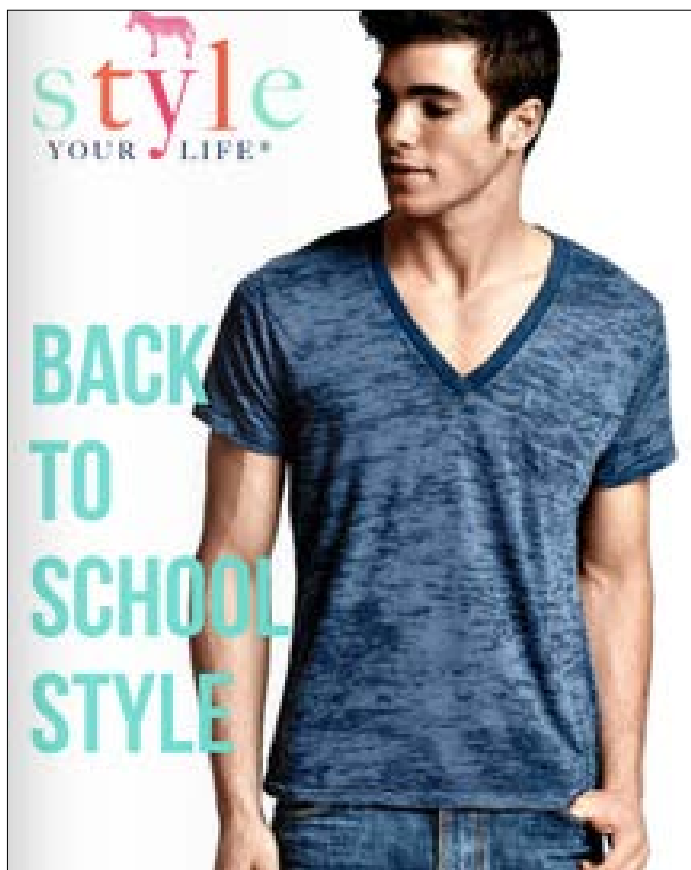
⑤

Glossi

→ <http://glossi.com/>

→ <https://twitter.com/glossi>

Glossi lets you create and share your own digital magazines. This free tool makes DIY online magazine creation simple and intuitive. Capture and present ideas, objects and information, and present it in an elegant format to envy the high-end magazine publishers.



Examples:

- Upload photos, videos and images from events, gatherings or product lines into the Glossi magazine format for your readers to browse through at their leisure.
- Turn blog posts into flip-through web-mags that readers will want to share.

Need Inspiration?

Check out our ULTIMATE Content SwipeFile we loaded full of the most remarkable content we have ever seen. Contributions come from both HubSpotters as well as the top marketing experts in Europe.

[Check it out here...](#)



**TALK TO US
TODAY.**

