

## 13 Ways to Create New Content Offers

This guide will teach you 13 different ways you can create content that your website visitors will want to download. Having downloadable pieces of content that appeal to your target audience is one of the most important aspects of inbound marketing. Using your older content in new ways will save you of time when trying to create a brand new piece of content.

**Goal:** Generate leads from your website by offering relevant content that your website visitors will want to download because it answers their question: “What’s in it for me?”

- 1. Whitepaper or eBook:** Compile three (3) to five (5) blog posts that discussed similar topics and combine them into a whitepaper or eBook. You can also write a whitepaper or eBook from a previous research study or data set.
- 2. Top 10 Industry Trends:** Document the ten latest trends impacting your industry this year. Write a short summary on 10 new industry developments or write what you think will be the 10 biggest changes to your industry during the next year.
- 3. How-To Guides:** Create simple guides for your prospects to download and help them with a problem. For example, if you’re selling mortgages, create a guide to picking the right mortgage for you.
- 4. Product Demo Video:** Create a video that shows off all of your product’s features and benefits. At the end of the video give the lead an option to download a product tip sheet guide.
- 5. Product Tip Sheet Guide:** Create a product tip sheet guide that outlines how people could use your product or service to help them with their problem or need. For example, you’re selling backup software. Create a guide that outlines how people can use you’re backup software to decrease their backup costs and lower IT support time.
- 6. Common Questions:** Write down the 10 or 20 questions you most commonly hear and create a tip sheet or guide that answers each question.
- 7. Checklist:** Create a checklist of steps people could take to solve the problem that your product/service solves. For example, if you’re a moving service you could create a downloadable packing checklist.

- 8. Case Studies:** Show off your leading customers and share their success with future customer. Video record their testimonial for even more content and to build credibility. Offer the case study to be downloaded.
- 9. LinkedIn Question and Answers:** Go to LinkedIn Answers and find every question and answer that relates to your industry. Compile them together in an eBook format.
- 10. PowerPoint Presentations:** Use your PowerPoint presentations and turn them into compelling offers. Post the presentations on SlideShare and embed them into blog articles.
- 11. Kits of Material:** Compile some of your related eBooks, guides, tip sheets and blog articles into a compelling downloadable kit offer.
- 12. Expert Interview Videos:** Interview the experts at your company and have them answer common questions for prospects. Use the videos as a way to build credibility and a relationship with your leads
- 13. Sales Team Materials:** Work with your sales to determine what content they think quality prospects would like to download. This can really help you if you're having a problem with creating quality leads for your sales team.

**The Golden Rule:** Use each piece of content in at least four different ways. For example, you create a whitepaper and you promote the whitepaper by writing a series of blog articles, sending out a press release, using the whitepaper in lead nurturing emails, and adding it to your monthly newsletter.

**Next Steps:** Put every piece of content you have behind landing page and over the course of three months analyze the quantity and quality of leads each piece of content produces. If the lead quality is poor or the quantity of leads is low, then remove the form on the landing page and don't require registration to get the content.

**Create a new piece of content at least once per quarter.**