

Content Marketing Thought Starters

Make 'em smarter	Make 'em think
<p>Create useful, relevant content that increases prospects' understanding of a topic and/or helps them do their job</p>	<p>Be a thought leader by creating provocative content that challenges common thinking or suggests a new approach.</p>
<p>Think about titles like...</p> <ul style="list-style-type: none">• Misconceptions about....• Understanding....• The 5 biggest mistakes of.....• How to solve the problem of.....• A step-by-step approach to....• 10 questions to ask your....• New approaches to...• Freight management strategies in the XXX industry• Recent survey on XXX indicates that....• 5 surefire ways to...• Best practices for...	<p>Think about...</p> <ul style="list-style-type: none">• What's broken?• What needs to change?• What's next?• Why XXX will/will never work....• A whole new take on....• What no one wants to talk about is....• The...approach is dead