



# **130 Content Ideas for Your Small Business Blog, Videos, and Live Streams**



# Promotion

- What sets your company apart from your competitors?
- How does your product/service compare to other product/service?
- What is a creative or unusual use of your product/service?
- Showcase your customers - With their permission, of course!
- Share a company update.
- Share a product/service update.
- Tips for using your product/service - First time, new users, first days|weeks|months, unusual uses, power-users, etc.
- Share a case study - Example of someone using your product/service. Case studies are a great way to show how valuable your product or service is. They may be even more powerful than a testimonial since they show a real person having success with your product or service.
- Promotion of the Day - Feature specific deals on different days.
- Holiday Countdowns (with special, short-term deals)

## Show & Tell

- Show off/demonstrate your product/services/features (tutorials, step-by-step guides, demos, how-tos, sneak peeks, etc.) - At the end, show customers that you are ready to help by clearly stating how viewers can contact your support center if they have further questions.
- Demonstrate your expertise in your field with informational, educational content. Think: How-Tos and Whys
- Peek behind the scenes - how you get ready for your day, doing inventory, opening up new product shipments, working with a client, hosting an event, wrapping up your day, etc.
- Provide a tour of your office, brick and mortar location, workspace, job site, etc.
- Interview other business owners who provide products or services that complement what you sell. For example, If you are a real estate agent, interview a mortgage broker about types of mortgages or what paperwork people need to gather before applying for a home loan.
- Do a series on one topic - consider running a series, sometimes this makes it easier to come up with topics, and since you're focusing on one theme, it can help draw in an audience that's interested in that topic.
- Do a series on how you and others use your product - people like to see how the creator of a product uses their own product or how the staff uses it. This gives some insight into how others use the same product differently.

## News & Updates

- Share a piece of industry news that you've come across recently.
- Review a new product - yours or someone else's.
- Have you read any Twitter posts lately that you feel deserves a longer response?
- Are you attending a conference where you can share your highlights from sessions?
- Survey your audience and share the results.
- What are the biggest trends in your industry?
- Current trends - talk about how your business might tie in.
- Do a roundup of your favorites - your audience will appreciate you sharing your faves. These favorite items don't have to relate to your product or service either.
- Create a roundup for the month|quarter|year - a roundup of the "best of the best" related to your industry or your product or service.
- Give an update about a past problem - the situation, what you are doing about it, the outcome.
- Thank your customers - without them your product or service might not exist, right?

# Education

- Walk your audience through a process, step-by-step.
- Questions that people should be asking you, but aren't.
- If someone was about to start in your field, what are the top things they should know?
- Top 10 things you wish you knew when you started.
- What are your aspirations for the week, month, and year?
- Any important insights that you have learned in the past year?
- What do you want to learn more about? Study it, and share what you learned.
- Explain terms in your industry.
- Share interesting statistics or research with your customers/audience.
- FAQs - Take each "Frequently Asked Question" and turn it into content (bonus points - you can then point people to them when they ask one of those questions!)
- "Question of the Week" - these could be your FAQs, something that came up during the week, something you want your audience to know, etc.

## Ideas & Suggestions

- Create a helpful checklist.
- What is a problem that your target customer has? Present a solution.
- Have you used any new tools or applications recently that have helped improve your workflow?
- Have you figured out a way to save a few hours a week?
- What type of work do you try to accomplish while traveling?
- If you recently hired someone, what questions helped you the most in making your decision?
- What products or services can you compare and contrast?
- What helpful books have you read recently?
- What keeps your business interesting/challenging?
- Have you changed the way you work over the years? If so, how?
- Holiday Gift Guides - Everyone is looking for gifts for the holidays, but not everyone knows what they want to buy. Help your customers shop more efficiently by providing them a detailed guide of what to buy for each person on their list. The key to making gift guides especially useful is segmenting them as much as possible. For instance, it can be filtered based on budget, type of relationship, interests, age, and hobbies. The exact segments will vary based on your customer's profile and products. If your average order value is around \$50, that can be a good place to use as the starting price and then include some higher price items or add-on products to raise the average order value (AOV).

# Have Some Fun

- Ugly Christmas Sweater Event
- Are there any funny posts or videos you found lately that you can share?
- Can you share a recent travel experience?
- Anything unique or funny happen at the office this week?
- What are your hobbies outside of work?
- What questions can you ask your users? Create a survey or quiz.
- Share a story.
- Create an infographic.
- Create a parody.
- Start a challenge for your audience to participate in.
- Run a contest.
- Support a cause - customers mainly care about how your product or service benefits them—but they also care about your company's impact on others. Seventy percent of Americans believe companies have an obligation to improve issues, and 87% would buy a product from a company that supported an issue they care about. And your customers/audience may want to pitch in and help!
- Give away a freebie - a great way to increase your email list is to offer a lead magnet or freebie to your audience.

# Opinion

- Is there something that has frustrated you recently? Talk about it.
- Write an open letter to someone or a company.
- What are you particularly passionate about within your industry?
- Share a debate between two people in your industry.
- Do you have any predictions for the future of your industry?
- Read a blog post recently that you disagreed with? Share your reaction.
- 10 ways your industry will change this year.
- Break down the new laws that will affect your niche in the coming year.
- Create a list of the best industry resources.
- Attend industry events and blog about them.
- Share your best tips.
- How your industry is like your favorite TV show/movie/sport.
- The 8 people in your/any industry you want to meet and why.
- Talk about the “thing” or “things” that would rock your industry if invented, modified, or combined.
- Create a chart that explains down a complicated industry issue or problem.
- Search Google News or Google Trends for relevant press releases and news about your industry. Share your own take.
- Debunk a long-standing myth.

# About You/Your Business

- What sets your company apart?
- What is your company's history?
- Where do you see your business in the next 5 years?
- What charities or organizations do you support?
- What are some things that most people don't know about you/your business?
- Share a talent, skill, or hobby that you have.
- What is your favorite childhood memory?
- Do you have an embarrassing story?
- What has been your greatest success in life so far?
- What are your most epic failures (and how did you overcome them)?
- What would you say to a younger version of yourself?
- What is your idea of the "perfect" day?
- If you could have lunch with one person, who would it be?
- What things make you happy?
- What things have you learned from your parents?
- What is an important lesson you learned recently?
- Meet the staff.
- Share a "day in the life".
- Tell the history of your business.
- Tell the history of your field.

- What things can't you live without?
- Do you have a music playlist you can share?
- What books are on your shelf?
- What podcasts do you listen to?
- What is in your bag?
- What is your morning routine?
- What is your bedtime routine?
- How do you relax after a long day?
- Can you share pictures of your workplace?
- What are your hobbies?
- How did you decide to start your business?
- Share the best decision you made as a small business owner.
- Your biggest challenge as a small business owner.
- What you love best about being a small business owner.
- Your new baby| pet | new project| car.
- Share 10 things you're thankful for.
- What's next for your company.
- Share the tools do you use to do your job.
- The secret ways to use your site/product.
- How you learned to do what you do.
- 50 reasons why someone should hire you/buy from you.
- 5 things people should be focusing on but aren't.

- How customers can connect with you on social media.
- How do you recharge?
- How do you break out of a rut?

## Social Sharing

- Post a photo/video that has nothing to do with your industry but that you think people would enjoy.
- Share customer/user-generated social content.
- Instead of creating all the content yourself—which, again, is time-consuming—turn to your customers. If you sell products, start looking for images of the product being used on social media, whether it's a piece of furniture or a water bottle. Not only does this save you time, but it shows that you're not the only one who thinks your product or company is great.
- Post photos from your company party/team building workshop.
- Find a question on Yahoo Answers or Quora and respond.