



# Never run out of ideas again



## 11 Content Marketing Ideas

A useful little selection from Keren Lerner at Top Left Design  
[www.topleftdesign.com](http://www.topleftdesign.com)



# Guest posts and interviews

## Feature a collaborator

There may be a partner, supplier or a friend of your company who is quite smart or interesting. Their story may be interesting to your audience. You can either get them to guest blog for you, or you can do an interview of them. As long as you have good headlines, and put in subheadings in between paragraphs, then this could be made into a really valuable piece of content.

## Feature a celebrity who matches your values

This could be a singer, actor, activist, speaker, or artist – whoever you know is recognisable. You can talk about why you think they are like you, and what qualities of yours they emulate, with examples of where they have displayed these values – either in their fiction work (in the case of character actors) or in their real life activities.



# Quotes from others

## Quotes from books

Next time you read a book and you see a profound statement you agree with, take that and use it as a credited quote from the book. It could be turned into an image, where the text is laid out with great typography and your branding is added. Make sure you include who said it, and then share this image on your Twitter, Facebook or LinkedIn pages.

## Quotes from famous people

Same principle applies as the above. If someone famous said something you agree with which shows off what your business believes, then put this into an image for your social media and also your blog.



# Behind the scenes

## Images of products/items in your offices/premises

People are curious and want to know more about the workings of your business. Give them a little insight by sharing photos of interesting objects or corners in your business venue. You can create a collection of these types of images and share them in between other content.

## Background stories of your partners and team

Everyone has a story and there is content potential from the people right there in your company. Ask the team to tell you some interesting anecdotes about their career journey, and work a positive spin to it, so while they are talking about how they got to be working with you, they are also showing why they chose to work with you.

## Project recces and visits

In your day to day work, you may be visiting a client, meeting with a collaborator, or scoping out the details for an upcoming project. You can take a picture of this and share with a caption – even if you want to retain some mystery, you can make the photo at a creative angle or of just a part of the project so you don't reveal too much. Then share with a caption that shows people you have something new going on or coming up.

## Fun facts about your company

You can ask each of your team the same questions about their favourite clients or projects and why and create a "round up" post where you have quotes/soundbites from each of your team.



# An education

## **Commentary on relevant news**

Think of what's a hot topic right now in the news. Can you draw an analogy to something your business does, or advice you can give which is related? This is where it's important to publish your post at around the time this topic is still in the news.

## **Advice that your audience will need and value**

This is a big one – within this one topic there are so many options. You can narrow it down by making a list of the questions you hear the most, and writing the answer out for a blog post. It will be very useful for you to have these published, as the next time you get the same question you can answer briefly and send a link to the published post, which can be written in a thorough and clear way.

## **Mythbusting**

What do people always get wrong about your business, industry? What are the common misconceptions? Whatever these are can be the fuel for ideas – for example one for us could be “Think designers are always designing? Here are 11 other things we do with our time”.





### Implementation is important too

Be sure you watch your spelling, grammar, image choices and formatting before publishing and sharing your blog posts and other content.

## 3 bonus tips for implementation

### Have a great headline

This is a headline which when people see it, they feel compelled to click on it. When your post is shared on social networks, they headline is all people see. 8 out of 10 people will read your headline, even if only 2 out of 10 will read the full post. So the headline needs to be clear and communicate your key messages.

### Include at least one image in your post

Blog posts with images (photos, illustrations, diagrams) in them are more likely to be shared – and if someone sees a well-chosen image on the top part of your blog they will be more motivated to read on. Blog posts without images look boring. Make sure you have the rights to use the images, by using images you have taken yourself, made yourself, commissioned yourself, or purchased legally from online photo libraries.

### Use subheadings that have meaning

Subheadings within your blog post break up the text and make the post more readable. People often skim read – especially on screen – and if the subheadings have information in them, then even skim readers will learn from the post. So, read your paragraphs, and see where subheadings can be put in. This will make the text more scannable and more people will read it (or at least scan it.)

Please email [keren@topleftdesign.com](mailto:keren@topleftdesign.com) and ask any questions or for more information.