



50+ Content Ideas Your Buyer Personas Will Love



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Try using these eight primary types of content for your blog, website, videos or podcasts to generate traffic and leads.

1 | How-To-Articles

Practical articles of useful information that helps your readers solve important problems or reach new levels of expertise. It's a good idea to make these types of posts a major staple of your blog's editorial calendar by publishing them frequently.

- **Video** – create a video, posting to YouTube, Wistia, etc., and embed on your blog
- **List** – a numbered list of tips, how-to's, stats, ways, examples, practices, etc.
- **Contest** – post a quiz on a topic and give a prize/recognition to the best response
- **Feature or Series** – creating an ongoing series of articles on a theme/topic
- **Common Mistakes** – a list of common mistakes and how to overcome them
- **FAQs** – answer commonly asked questions
- **Best Of** – a description of top rated tools, products or services
- **Tips & Tricks** – sharing helpful techniques or ways to do something better
- **Recommended Resources** – providing a list of recommended reading on a topic
- **Checklist** – post a checklist of items needed to accomplish some activity or goal
- **Cheat Sheet** – providing shortcuts to make a particular task easier to perform
- **Lessons Learned** – discuss a mistake and what you learned from it



2 | Explainer Educational Articles

You are an expert in your industry. Share that knowledge using articles and insights to educate and inform your readers.

- **Define a Term or Concept** – define a key industry term and highlight your expertise
- **Product Overview** – do you have a unique product? How does your product solve customer problems?
- **Process Review** – explain your unique process for product development or design
- **Video** – highlight an industry expert, demonstrate a process, or show a product being made
- **Q+A** – educate readers with a back and forth format

3 | Reviews

Reviews with a summary and objective opinions covering books, products, services, Web sites, research, surveys, or studies your reader base cares about and are an excellent way to draw in, help and involve others.

- **Books** – give an overview and honest assessment with tips and ratings
- **Surveys** – conduct a survey and give the results with insights on what it means
- **Polls** – conduct a topical poll and share the results
- **Best Of** – compare and contrast a list of top tools, products or services
- **Recommended Resources** – similar to “best of”
- **Reports, Studies or Research** – overview and analysis of comprehensive materials
- **Themed Article** – illustrate a central theme with a book author’s viewpoint or example



4 | Expert Interviews

Written, audio or video interviews with people who have expert industry or topical knowledge relevant to your reader base. These are a great source of traffic and engagement.

- **Video** – create at events or locations where experts, speakers, or authors are present
- **Guest Posts** – invite experts, authors, and industry leaders to post articles on your blog
- **Written** – record a phone or in-person interview, transcribe, edit and post
- **Audio** – same as “written” but posted on site or podcast as audio content
- **Hybrid** – mix video and written, or audio and written to post on the blog

5 | Case Studies

Used to examine the challenges and successes businesses and people in your industry have experienced that your readers can relate to and be inspired by. These are extremely valuable to connect with your audience and resonate with their needs and desires.

- **Story Blog** – tell an authentic story of how a business or person overcame something
- **Inside Look** – reveal how something was improved or taken to new levels
- **Video Story** – tell the story with your subject in a video interview format
- **Tips & Tricks** – do a video, audio and/or written story in a tips and tricks format
- **Recommended Resources** – for using a select group of people or products
- **Lessons Learned** – format a success story to cover unexpected outcomes or benefits



6 | News Stories

Publish stories about the latest industry developments, trends or happenings your readers would be interested in hearing about.

- **Piggyback** – write a commentary on a recent news story offering your unique point of view
- **Response** – give a response to address an issue, crisis or challenge
- **Breaking** – be the first to break a news story, or announce something of value
- **Weekly Summary** – feature the top news, articles, etc., of the previous week
- **Event Summary** – share highlights, impressions, insights of an event you attended
- **Live Blogging** – post updates of a real-time event, “as it happens”
- **Repost** – modify and post a news release that was published via online newswire service
- **Prediction** – take a news story and make a prediction on how it may turn out
- **Industry News** – discuss current events or topics with commentary on what it means



7 | Insightful Posts

You can inspire or champion a particular cause, aspiration or goal you believe in and know is important to your reader base.

- **Thought Leadership** – share your position, idea or viewpoint on a particular topic
- **Awe-Inspiring** – posts that inspire a sense of awesomeness in a particular ideal
- **Response** – a direct response to a challenge or crisis situation
- **Humor** – poke some fun at yourself, a topic, your industry or share a humorous story
- **Prediction** – make a forecast or contradict one made by someone else
- **Deep Dive** – take a closer look at something others regard as worthless or highly valuable

8 | Opposing Viewpoints

Occasionally, consider articles that dispel or take an opposing view of commonly held beliefs and practices being talked about in your industry.

- **Opposing View** – reveal and discuss a differing position on a topic or issue
- **Compare or Contrast** – discuss the differences or similarities of two concepts or terms
- **Myth Busting** – dispel a commonly held belief and show why it's no longer valid
- **Trouble With** – discuss the “dark side” of something with an alternative viewpoint
- **Different Dimension** – show where the gaps are and offer a better way

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