

# 212

## BLOG POST IDEAS



Digital Marketer Increase Engagement Series



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# 212 BLOG POST IDEAS

Brought To You By:  
Digital Marketer



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## **THIS 3-PART EMAIL SERIES CONSISTENTLY DOUBLES SALES**

If you're looking for a simple way to bump your conversions (without having to write new sales copy), then download this copy-and-paste follow up series today...



# ABOUT DIGITAL MARKETER

DigitalMarketer.com is a community where marketers, growth hackers, entrepreneurs and small business owners come to get ideas on:

[Driving More Traffic](#)  
[Increasing Conversion Rates](#), and...  
[Boosting Social Engagement](#)

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If you like what you see, you can subscribe to our Digital Marketer Newsletter and get new case studies and reports in your inbox every week...



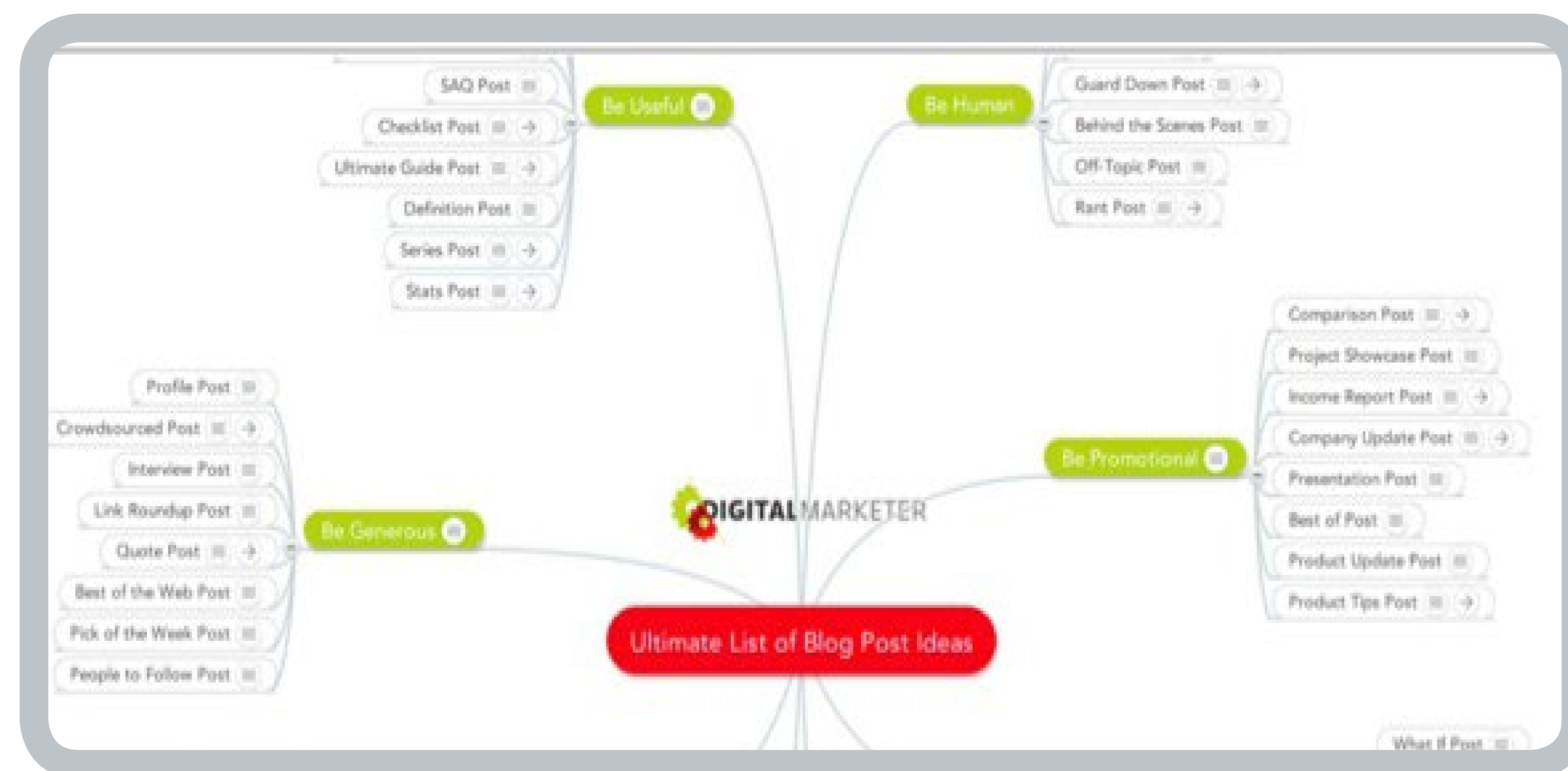


# **THE ULTIMATE LIST OF BLOG POST IDEAS.**

Looking for blog post ideas? You've come to the right place.

**NOTE:** Don't miss the '**Blog Post Idea Multiplier**' section at the end of this post. It will show you how to multiply each of these blog post ideas by four.

This article is divided into 8 sections, each representing a goal you might be trying to reach with your blog. You can also [download a mind map of this post here](#).



Click on one of the sections below to view the blog post ideas from that section:

- [Be Useful](#)
- [Be Generous](#)
- [Be Entertaining](#)
- [Be Timely](#)
- [Be Human](#)
- [Be Promotional](#)
- [Be Controversial](#)
- [Be Engaging](#)



**BE USEFUL.**



These useful blog post ideas will endear you to your market and establish you and your business as the authority in your niche.

## **1 LIST POST**

List posts are everywhere and for good reason... they flat out work.

Create a list of books, tools, resources or any other thing that your market will find useful.

## **2 HOW-TO-POST**

The How-To Post is another staple blog post idea.

Describe how to execute a process and use images, video or audio to enrich the post and make it as easy as possible for your visitor to take action.

## 3 CASE STUDY POST

The term 'case study' carries more perceived value than the term article, blog post or video.

Outline and unpack the details of something like a project, event or process.

Here's an example from Optimizely called [3 Unexpected A/B Testing Lessons: A Small Business's Story...](#)




# 3 Unexpected A/B Testing Lessons: A Small Business's Story

By Ural Cebeci

PUBLISHED

April 1, 2014

SHARE

 Share 36

 Tweet 33

 Like 5

How did [Spreadshirt](#), a custom design and apparel marketplace, [increase clicks to their sales page by 606%](#)?

How did subtle copywriting adjustments on [Insound's checkout page](#) [increase conversions by 54%](#)?

That's the power of website optimization. Relatively small changes to your website

## FoxyCart's Story

Brett Florio and Luke Stokes started FoxyCart almost eight years ago to solve a major pain point among small businesses.

"We had a web development company and were doing client work," explains Brett.

"Every time we worked





## 4 PROBLEM/SOLUTION POST

This type of post has an easy format:

- Define a problem
- Present the solution

This post can cross over into the territory of other blog post types such as the *FAQ Post*, *How-To Post* or *Checklist Post*.

## 5 RESEARCH POST

Conducting your own primary research around a topic in your niche is one of the best ways to build blog content that gets attention.

That said, you can also simply curate research from third-parties and pull it together into an article, infographic, etc.

## 6 FAQ POST

If you get repeat questions from customers or prospects there is a good chance they are typing these same questions into Google and other search engines.

Create content around these topics.

If you like this post... you'll love this Execution Plan... check it out below.

### **How to Get Your First 1000 Blog Subscribers and More**

Optimize your blog for lead capture and grab your first 1000 subscribers and beyond.

[Click Here to Access this Execution Plan](#)

**Flash Sale:** Regularly ~~\$47~~ [Limited Time \\$27](#)

## **7** SAQ POST

The Should Ask Question Post is a variation of the FAQ post. This is a question that customers or prospects don't ask — but they should.

## **8** CHECKLIST POST

If the content you are delivering can be broken into a “checklist” it will often perform better.

People like the checklist format because it's easy to digest and take action when the content is itemized in this way.

Here's an example from Ian Cleary at Razor Social called the [7 Point SEO Checklist For Your Blog...](#)



## 7 POINT SEO CHECKLIST FOR YOUR BLOG

By Ian Cleary

Blog Posts



Before you **waste money** on any SEO consultancy you should resolve the basics.

Have you done a review of your website to check off the basics?

In this article we cover an SEO Checklist with 7 points. This is designed to help you assess if at least you have the basics rights for optimizing your

blog/website for Google.

### 1. DO YOU HAVE UNIQUE TITLES FOR EVERY PAGE

Imagine walking into a library full of books with no titles on the cover.

Google looks for a page title for every page it indexes. The title is really important for Google but a lot of times we don't create titles, have ones that are not optimized or we have duplicate titles.

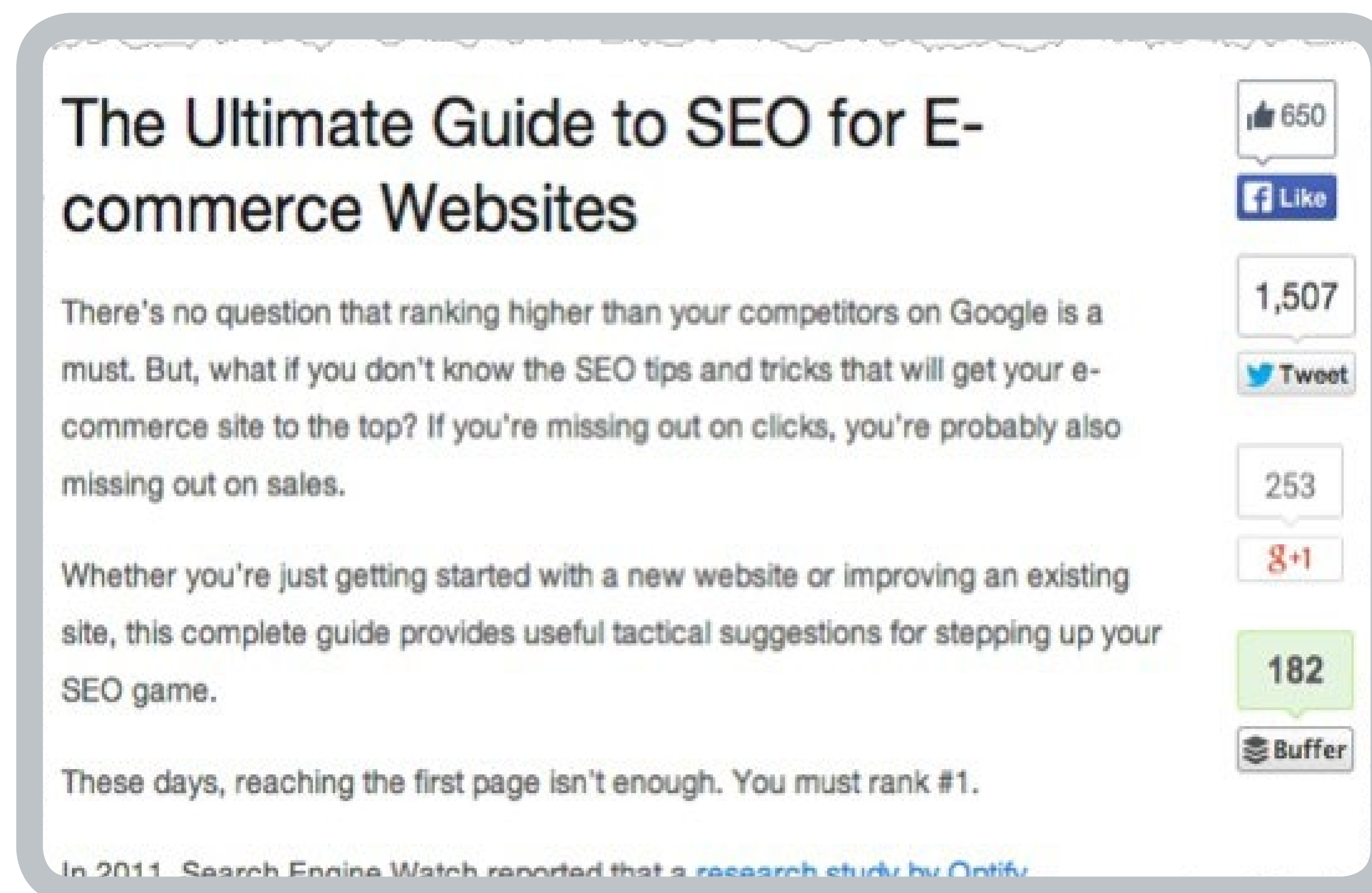
**Action** – Go to Google and type in site:<name of website> (e.g. site:www.razorsocial.com). When you put in your own page Google will show you a selection of posts and will include the title for the post.

## 9 ULTIMATE GUIDE POST

The ultimate guide post is just what it sounds like — a detailed, comprehensive post on a topic in your niche.

Don't skimp here — take your time and deliver the definitive post on the topic.

Check out this example from KISS Metrics called [The Ultimate Guide to SEO for E-Commerce Websites](#)



## 10 DEFINITION POST

In niches where the market needs to be educated the definition post is an absolute must.

Consider creating a series of posts that define aspects of your niche.

You'll get bonus points if you can logically define something in your niche in a way that is unique, unusual or controversial.

## 11 SERIES POST

Look for opportunities to break a topic into a series that can be released each day over the course of a week or every Monday over the course of a month.

Link these articles together as you publish them.

Here's an example of a series post from LA Fitness called [The 90 Day Weight Loss Workout Plan – Part 3...](#)



## The 90 Day Weight Loss Workout Plan – Part 3 (Days 30–45) #MoveMoreBurnMore



#MoveMoreBurnMore

Wow, you're really on a roll now! Great work on making it this far; you've made it a third of the way to completing the 90 Day Weight Loss Workout Plan.

If you are new, remember to start from the beginning by [CLICKING HERE](#):

[90 Day Weight Loss Workout Plan Part 1](#)

One month down and two more to go!

You are probably feeling quite a few things changing, such as:

## 12 STATS POST

This post (like the Research Post) works best when you can use statistics that you have produced.

That said, consider curating and pulling together stats from multiple locations to create a good statistics post.



The background is a solid reddish-orange color. It features a repeating pattern of lightbulb icons inside speech bubble shapes. The lightbulbs are a slightly darker shade of the background color. A vertical yellow line is positioned on the left side of the image.

**BE GENEROUS.**



One of the easiest ways to grow your blog is to be generous by promoting other people. When you promote others they will promote you.

Here's a number of ways to get it done...

## **13** **PROFILE POST**

Write a profile of an influential person in your niche.

Be sure to notify them via email, phone call or social media that you have profiled them — this way they will have an opportunity to share it.

## **14** CROWDSOURCED POST

Bring multiple influencers together to answer a single question in short form.

When you get 10 influencers to give you 100 words each on a single topic you've got a powerful blog post.

The content is top notch, easy to put together and will be shared by many of these influential people.

Here's an example of a crowdsourced blog post from Salesforce called [How 10 Winning Salespeople Spend 15 Minutes Before a Sales Call...](#)

# How 10 Winning Salespeople Spend 15 Minutes Before a Sales Call

Jul 30 2013 | By [Russ Henneberry](#) | In [Featured](#) , [Sales](#) , [Small Business](#)

Comments

2

Tweet

116

Like

58

+1

18

Share

139

Got an extra 15 minutes before a sales call?  
Here's how winning salespeople spend that time.



The best thing to do with the 15 minutes before sales call is to review the work you did in planning the sales call. You did plan the sales call, didn't you?



You're going to want to review the outcomes that you need to obtain in order to either create or to want to be prepared to create value and you want to be in the best state possible to do so.

~ Anthony Iannarino, [The Sales Blog](#)

+++



Develop the best possible list of questions you can ask the customer.

The most effective sales presentation is the one that is never given. What this means is the salesperson knows their material so well that they can conduct a sales call as a discussion anchored with questions. This is a better approach than a call that relies heavily on marketing materials, which ultimately can offer little flexibility.

~ Mark Hunter, [The Sales Hunter](#)



## **15** INTERVIEW POST

It's surprising how willing even the most influential people are to give you an interview — even if you have a small audience on your blog.

Remember that the easiest way for an influencer to give you an interview is through audio — all they have to do is call you and start talking.

## **16** LINK ROUNDUP POST

This type of post can work well as a series that publishes once a month or once a week.

Curate, link to and provide a description of multiple pieces of content that your audience will find valuable.

Remember to notify those that you link to via email or social media to give yourself the maximum opportunity to get the post shared.

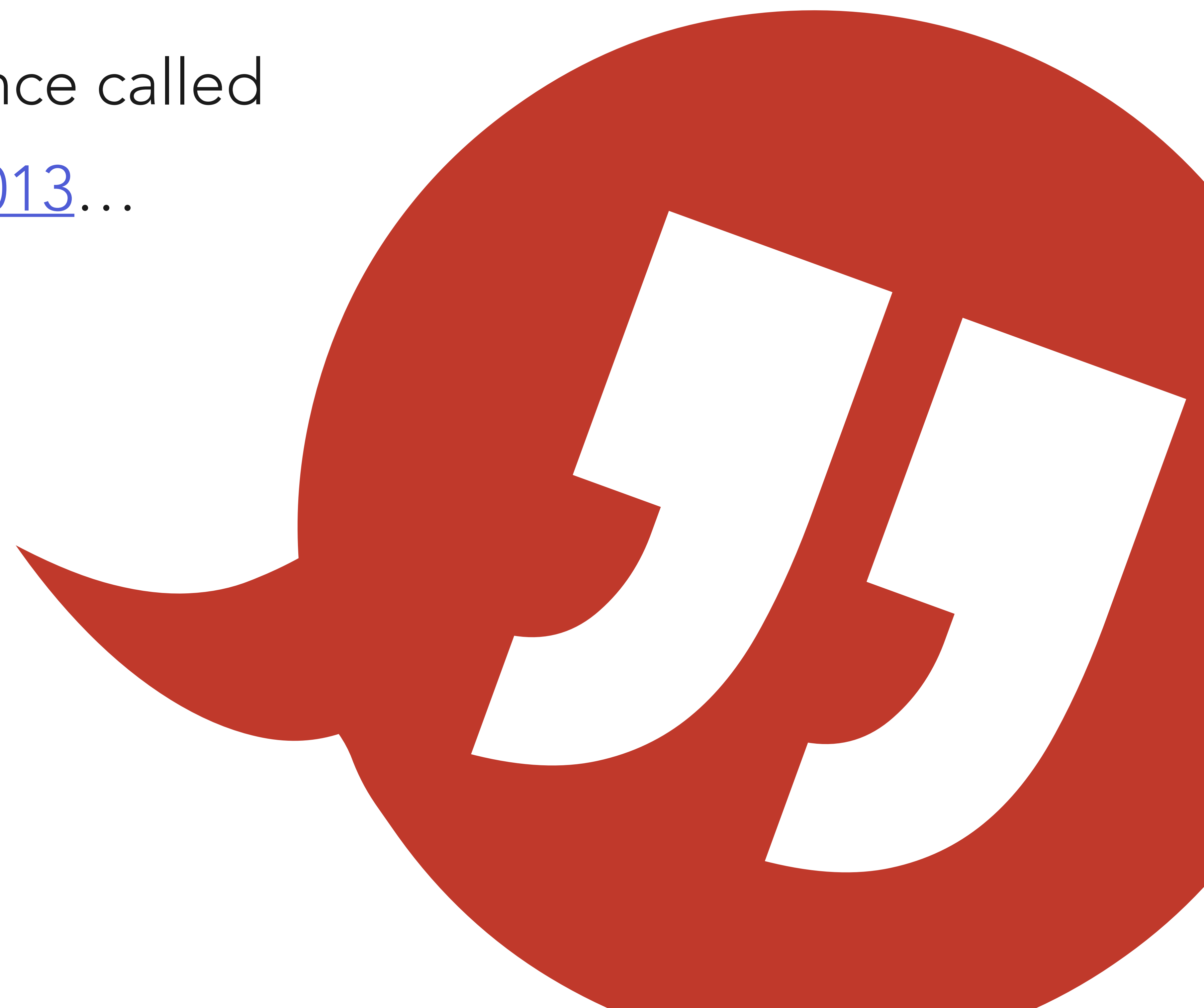
## 17 QUOTE POST

People love quotes from influential people.

Pull together quotes from multiple influencers across a specific topic to create a 'Quote Post'.

Again, if applicable — be sure to notify those that you quote that you have included them in your post.

Here's an example from the folks at Unbounce called [20 Marketing Insights That Inspired Us In 2013...](#)



## 20 Marketing Insights That Inspired Us In 2013

### 1. Brian Massey

Brian Massey is THE **Conversion Scientist** at [Conversion Sciences](#) and he has the lab coat to prove it. His rare combination of interests, experience and neuroses were developed over almost 20 years as a computer programmer, entrepreneur, corporate marketer, national speaker and writer. He attributes this quote as a riff on what [Scott Brinker](#) has been talking about for years.



- [Share](#) this marketing insight on Twitter
- [Like, comment or share](#) this marketing insight on Facebook

### 2. Thomas Edison

Thomas Alva Edison, inventor extraordinaire. You might be thinking, **what does Thomas Edison have to do with conversion?** Well, Peep Laja over at Conversion XL pairs this quote nicely with the [real goal of A/B testing](#).



- [Share](#) this marketing insight on Twitter
- [Like, comment or share](#) this marketing insight on Facebook



## **18 BEST OF THE WEB POST**

The Best of the Web Post often includes content, tools and other resources that you have curated, linked to and described.

## **19 PICK OF THE WEEK POST**

This is a popular type of series post and is usually a relatively short blog post that describes a single piece of content, tool or other resource that you have curated, linked to and described.

## **20 PEOPLE TO FOLLOW POST**

Curate a list of influential people, describe them and provide links for your audience to connect with them through their website, social media channels, events, books, etc.

The background is a solid reddish-orange color. It features a repeating pattern of lightbulb icons inside speech bubble shapes. The lightbulbs are a slightly darker shade of the background color. A vertical yellow stripe runs along the left edge of the image.

**BE ENTERTAINING.**

Creating entertaining content can be difficult but, if you can make it work, it can be a very effective type of blog post.

Here are the blog posts types that entertain...

## **21** STORY POST

Create content that tells a story that would be entertaining to your market.

Some blogs only produce this type of content and others create a series around this type of blog post.

## **22** SATIRE POST

Be humorous through the use of irony or extreme exaggeration.

This kind of post works well where there are timely issues such as politics or sports.





## 23 CARTOON POST

This type of post works well as a series.

Create weekly or monthly cartoon posts that make your audience laugh and think about issues and events in your niche.

Here's an example from Mark Schaeffer's Businesses Grow blog called [Getting iRate. A {growtoon}...](#)

## Getting iRate. A {growtoon}.

JAN 13TH


 Tweet

 Share

31

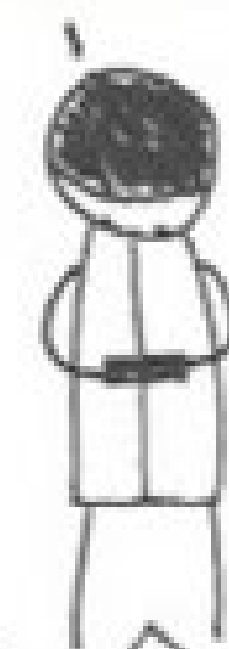
 +1

10

 3 comments

### {growtoons} featuring JOEY STRAWN

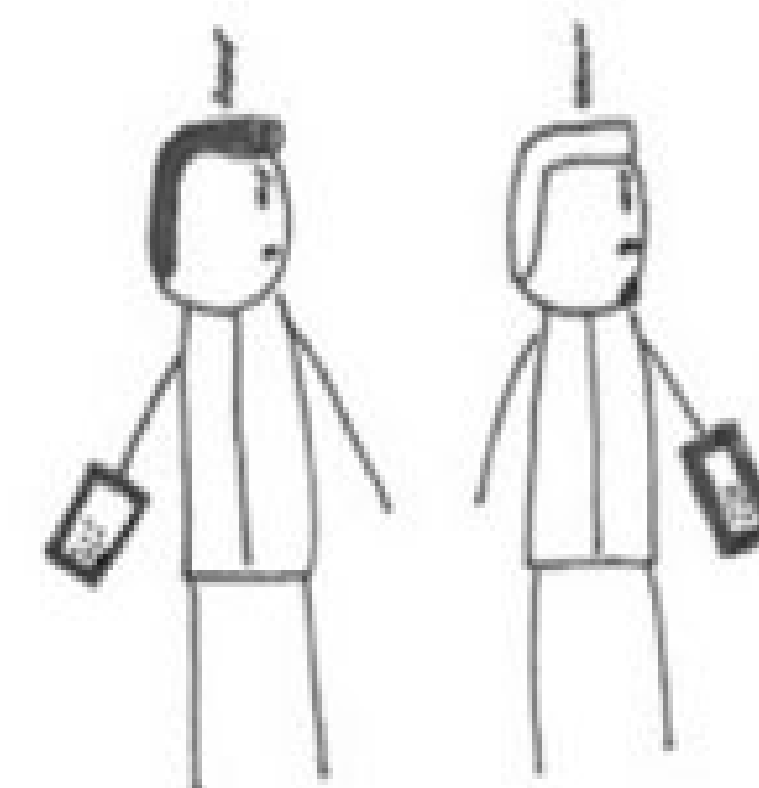
This new iPad  
3 is awesome!



Check out my  
new iPad 3S.  
They JUST  
came out with  
it!



5 SECONDS LATER!!



Have you guys  
seen the new  
iPad 7? I can  
control it with  
my mind.



Copyright 2011 {grow} at [www.businessesGROW.com](http://www.businessesGROW.com)

Join the growtoonists each Friday for a humorous take on marketing, social media, and current business events.

[Joey Strawn](#) is a social media strategist that loves enjoying a good book and then drawing in it. Check him out on Twitter: [@joey\\_strawn](#)

## **24** MEME POST

Meme's are humorous pieces of content that spread virally across the web.

Create your own meme's or pull together a curated set of meme's from across the web.

## **25** PARODY POST

Create a post that imitates a well-known person or media property in your niche.

Be sure to exaggerate their strengths and shortcomings in your content.





**BE TIMELY.**



It takes a commitment to stay timely in some niches but if you can pull it off — timely information is among the most effective blog content you can create.

If you find keeping up with the latest news and trends is too daunting of a task, consider creating a series of posts that publishes timely information once per week, as an example.

Here are 5 blog post ideas that are timely...

## **26** REVIEW POST

Review a product, event or anything else you have access to while it is newsworthy.

For best results, be as honest as possible in your review rather than painting everything you review in a positive light.

## **27** SURVEY POST

Choose a newsworthy/trending topic and survey your audience about it using email, social media or in-person events.

Then, pull the results together into a blog post.

Here's an example from Copyblogger called [Copyblogger's 2014 State of Native Advertising Report...](#)



# Copyblogger's 2014 State of Native Advertising Report

by DEMIAN FARNWORTH

8+ 82 f 61 p 134



Native advertising is paid content that matches a publication's editorial standards while meeting the audience's expectations.

Think Captain Morgan's campaign on BuzzFeed in general, their [15 Things You Didn't Know About 15 Captains, Commanders And Conquerors](#) article in particular.



## 28 NEWS POST

Look to create content on your blog about events as they are happening.

You don't need to "break" the story but, for best results, be sure to add a perspective that your audience will find valuable or entertaining.



## **29** TREND POST

Some content creators are able to predict trends as they are happening.

If you're a trendspotter, create content on your blog that rides that trend as it becomes popular.

## **30** ISSUE POST

Choose issues that affect your audience and create content about them while they are timely and relevant to them.

**BE HUMAN.**



## 31 INSPIRATIONAL POST

Some of the most effective content on the web is neither informational or entertaining — it simply inspires.

This kind of post can work well as a *Story Post*, *Profile Post* or *Quote Post* among others.



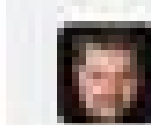
## **32** HOLIDAY POST

Some blogs go dormant on popular holidays while others use the opportunity to deliver well-wishes to their audience and display their humanity.

## **33** GUARD DOWN POST

Some of the best content on the web is created by a content creator that lets their guard down by delivering a deeply personal experience that the audience can relate to.

Here's an example from Jason Falls at Social Media Explorer called [The \\$10 Difference...](#)



Follow @jasonfalls



Follow @nichole\_kelly



Follow @smexplorer

## THE \$10 DIFFERENCE

by JASON FALLS · December 9, 2010

Tweet

Like

Share

40

+1

in

Share

15



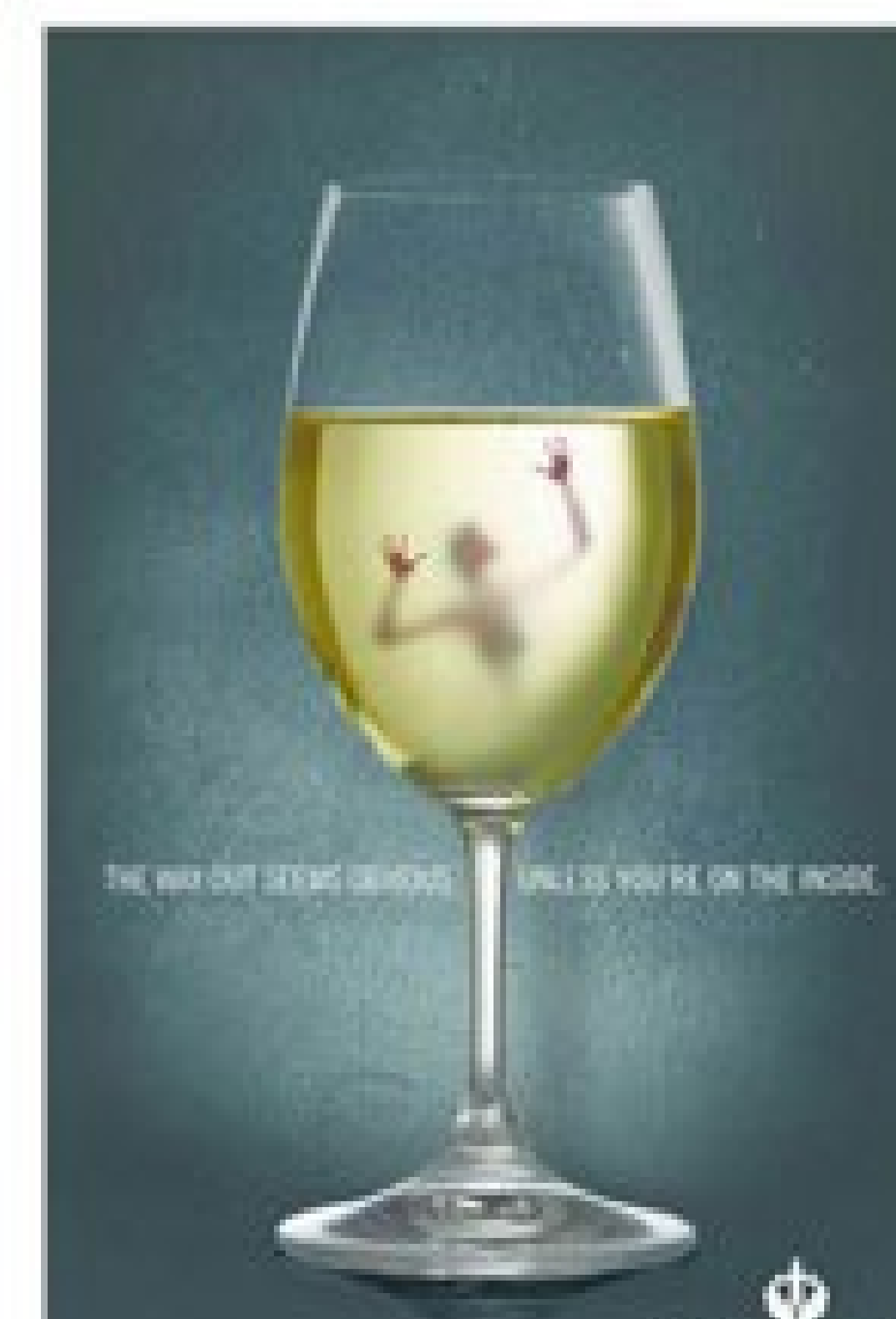
A few years ago I worked with a man who would end up being one of my best friends in the world. We were livin' large in college athletics, he a fundraiser, me a publicity guy. We were traveling the world watching ball games for a living. It was great.

Our paths diverged along the way, but we kept in touch and whenever possible, met up for a weekend getaway to watch a baseball game or three ... and drink a cocktail or three. It seemed like whenever we got together, we did what boys do ... we drank. I have a taste for good Kentucky bourbon, as did he. Neither of us ever really got out of control, or so we thought, so we never saw a problem with what we were doing.

Unfortunately, we did have a problem. We just didn't see it.

My friend wound up facing a drunk driving charge (unrelated to one of our nights out, to my knowledge) and was told by the judge that he'd better get his life together. He lost his job and got frowned upon by the old boy network of athletic fundraising because he'd done the one thing they weren't allowed to do: get caught.

Thank the good Lord, he came out of rehab a changed man. He went back to college athletic fundraising and, after a few short months, quit. He told me the environment there was so predicated on drinking and hob-nobbing with donors at the bar that he couldn't stay sober and do what he was so good at doing. He walked away from a career.





## **34** BEHIND THE SCENES POST

If you have a loyal following they will want to see what goes on behind the scenes of the content that you can create.

## **35** OFF-TOPIC POST

This can be risky, but if you have a loyal following that has become accustomed to you covering a specific set of topics — this kind of post can shock them and receive a great response.

Test it.

## 36 RANT POST

The rant post shows your human side by revealing your passion and anger about a topic that is relevant to your audience.

It's not for everyone but the right blog and the right audience will respond well to a rant.

Here's an example rant post from Frank Kern called [YOU: The Best Guru Ever...](#)



# Frank Kern

Welcome

[HOME](#)[STATE OF THE INTERNET ADDRESS](#)[PRIVACY](#)

OCTOBER 3, 2010 by [FRANK KERN](#) | [2,756 COMMENTS](#)

## You: The Best Guru EVER



A few weeks ago, I was on the porch knocking back a Modelo Especial working and I noticed one of my friends walking up to the front door.



So I eased on down the steps, let him in, and invited him to up to the porch to take in the scenery with me.

He readily agreed so I grabbed us both a couple of Mexico's finest beers and we took our seats.



The background is a solid reddish-orange color. It features a repeating pattern of lightbulb icons inside speech bubble shapes. The lightbulbs are a slightly darker shade of the background color. A vertical yellow line is positioned on the left side of the image.

**BE PROMOTIONAL.**

Some organizations use their blogs in a promotional way. This can work very well for the right company.

Here are the blog post ideas that are promotional...

## **37** **COMPARISON POST**

Create a post that compares the features and benefits of your product to competitive solutions.

For best results and to build trust, include cases where your product IS NOT the best solution.

Here's an example from River Pools and Spas called Which is Best: Fiberglass, Concrete or Vinyl Liner?

"We just wanted to thank you for far exceeding our expectations with our new pool. The pool itself is absolutely gorgeous and every professional." Mr. and Mrs. Scott Hawley, Mechanicsville, VA [More Client Testimonials](#)

## Which is Best: Fiberglass, Concrete, or Vinyl Liner?



By now you probably know that there are three types of inground pools: **fiberglass**, **vinyl liner**, and **concrete** (also called gunite).

By now you probably know that there are three types of inground pools: **fiberglass**, **vinyl liner**, and **concrete** (also called gunite).

Below is a detailed comparison of these three pool types including the pros and cons of each. If you want general pricing for each you can find that [here](#). Below you'll also find the most comprehensive library of fiberglass vs vinyl vs concrete pool articles found anywhere.

Okay, let's dive in. First, let's look at the following comparison chart that outlines specific pros and cons for each type of pool on a scale from one to five (green is good):

DESIRED QUALITIES OF INGROUND POOLS	FIBERGLASS	VINYL LINER	CONCRETE
Low Maintenance	★★★★★	★★★☆☆	★★★★☆
Speed of Installation	★★★★★	★★★☆☆	★★★★☆
Low Chemical Usage	★★★★★	★★★☆☆	★★★★☆
Smoothness of Finish	★★★★★	★★★☆☆	★★★★☆
Durability	★★★★★	★★★★☆	★★★★★
Low Lifetime Cost of Ownership	★★★★★	★★★☆☆	★★★★☆
Energy Efficiency	★★★★★	★★★☆☆	★★★★☆
Attractive and Elegant Look	★★★★★	★★★☆☆	★★★★★
Beauty of Interior Finish	★★★★★	★★★☆☆	★★★★★
Factory Controlled Quality	★★★★★	★★★☆☆	★★★★☆
Number of Available features	★★★★★	★★★☆☆	★★★★★
Resale Value	★★★★★	★★★☆☆	★★★★☆
Compatibility with Salt Water Systems	★★★★★	★★★☆☆	★★★☆☆
Low Initial Cost	★★★☆☆	★★★★★	★★★★☆
Customizable Shape and Size	★★★★☆	★★★☆☆	★★★★★

Let's discuss this chart for a moment. As you can see, fiberglass pools have some substantial advantages



## **38 PROJECT SHOWCASE POST**

Use your blog to outline a specific project you or your organization is working on currently or has completed.

Show the process and share results if possible.

## **39 INCOME REPORT POST**

Open the books and show your audience a breakdown of the money you and your organization are making.

Here's an example from Pat Flynn at Smart Passive Income called [My Monthly Income Report – March 2014...](#)



with **PATFLYNN**

**HOME**

Back to Start

**ABOUT**

Who Is Pat Flynn?

**BLOG**

Get the latest

**START HERE**

Passive Income 101

**PODCAST**

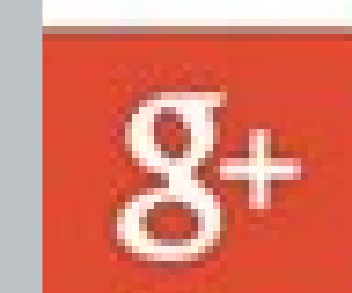
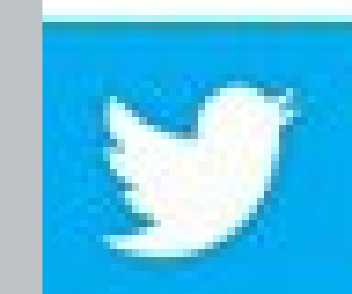
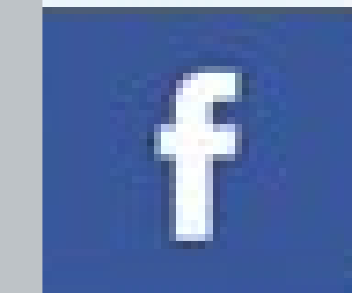
iTunes Broadcast

## My Monthly Income Report – March 2014

By Pat Flynn on April 8, 2014

126

120  
SHARES



**Welcome to my March 2014 Monthly Income Report!**

If you're new here, every month I write a detailed report about my online earnings. I talk about exactly how much I've earned, where it came from, and (most importantly) the lessons I've been learning in and around my businesses.



## 40 COMPANY UPDATE POST

Use your blog to let your customers and prospects know of new employee hires, acquisitions or major contracts.

Here's an example from the folks over at [Buffer App called Buffer November Update: \\$2,347,000 run rate, 1,189,000 users...](#)

## Buffer November Update: \$2,347,000 run rate, 1,189,000 users



Posted on Thursday, December 5th, 2013

Written by [Joel Gascoigne](#)

Below is the monthly update email I have just sent this morning to all our investors. I hope you enjoy taking a read about the full details of our work on [Buffer](#) in the last month. I'm excited to hear from you in the comments if you have any questions about what we're up to!

If you want to know how October went, [you can take a look here](#).

### Traction update

- New users: 66,000 (Total: 1,189,000, from 1,123,000: +5.9%)
- Daily active users: 30,600 (down from 32,500: -5.8%)
- Revenue: \$196,000 (Annual: \$2,347,000 down from \$2,388,000: -1.5%)
- Business revenue: \$22,250 (down from \$30,510; -27%)
- Cash in bank: \$318,651 (last month: \$311,719)

The volatility of an early product ([Buffer for Business](#)) is affecting our revenue growth rates. We're growing faster overall, but the growth is spiky. We saw a similar pattern in the early days with our freemium product. October's hacking incident is the cause for the drop of DAUs, but we're seeing it returning to previous levels now.



## **41 PRESENTATION POST**

Publish presentations given by employees that contain interesting and valuable content for your audience.

## **42 BEST OF POST**

Create a blog post that pulls together the most popular blog posts you have published over a period of time.

## **43 PRODUCT UPDATE POST**

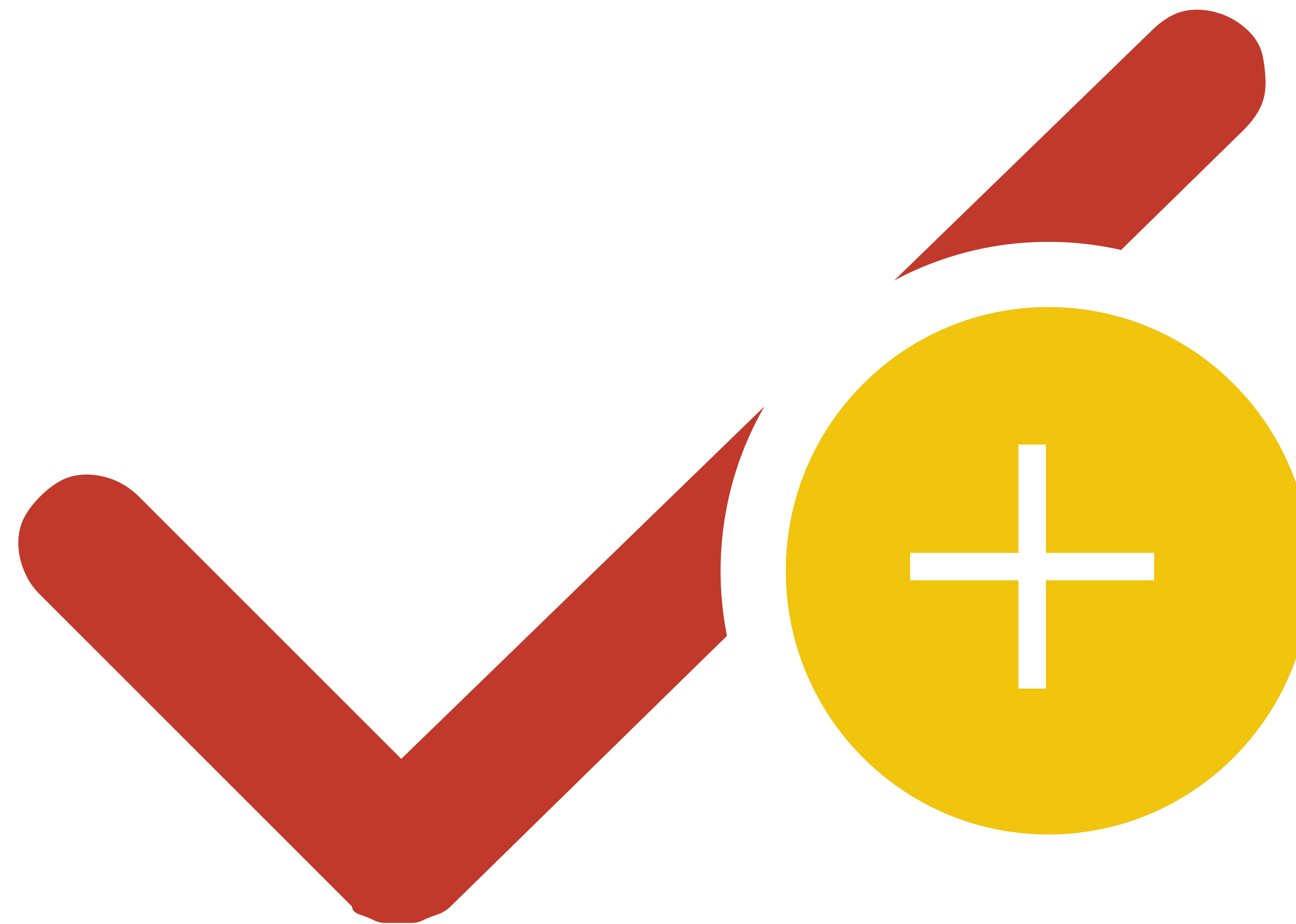
If you have rabid fans of your products and services you might be surprised at how well a post on new product/new feature announcements will do on your blog.

## 44 **PRODUCT TIPS POST**

This post type is both promotional and useful and is very powerful for the right blog and audience.

Create content that helps your customers be more successful with your product or service.

TIP: Prospects will read these too.



Home > Blog > Shopify Updates

## Improving Shopify SEO: Several New Features!

by [Craig Miller](#) | Posted In [Shopify Updates](#) | January 24, 2012 |  44



Search engine optimization is the science - some say art - of convincing Google to show your web page or [online store](#) at the top of its results. If you can master SEO, your store will get lots of traffic and you'll be flooded with sales. Best of all, SEO costs you nothing and is automatically built into Shopify.

Today we're proud to announce several features that will make it easier to improve the SEO of your shop without modifying your store's template files. With a few clicks, you can now change page title tags, the homepage's meta description and your image alt tags.

### Title Tags:

The title tag is one of the most important elements of your store's SEO. The title tag appears as the clickable link on the search engine results page:

**Shopify — Online Store Software & Hosted Ecommerce Solutions**  
[www.shopify.com/](http://www.shopify.com/)  
 Shopify is a powerful ecommerce solution that includes everything you need to create an online store. Get a free trial and join 15000+ stores using **Shopify**.



The background is a solid red color with a repeating pattern of lightbulbs inside speech bubbles. A vertical yellow line is on the left side.

**BE CONTROVERSIAL.**



You can get a lot of action on controversial posts — just make sure it fits with your brand.

Here are blog post ideas that are controversial...

## **45** WHAT IF POST

This type of blog post speculates on what would happen if...

The success of this type of post rests on your ability to choose a “what if” that is interesting and debatable.



## **46 DEBATE POST**

Use your blog to present one side of a debatable argument... or find someone that disagrees with you and present both sides in the same post.

## **47 ATTACK POST**

Be careful with this one but picking a fight with the right person/ organization/event, etc will force your audience to choose sides and draw lots of attention.

This type of post, when done right, will create enemies of some and die hard fans of others.

Here's an example attack post from Defective by Design called [An Open Letter to Steve Jobs...](#)

## An Open Letter to Steve Jobs

Dear Steve Jobs,

We would like to thank you for your public statements about Digital Restrictions Management (DRM), and your pledge to drop DRM from iTunes if the four major record labels—EMI, Warner, Universal and Sony—let you.

As you know, the Free Software Foundation's campaign against DRM, DefectiveByDesign.org, has specifically targeted Apple since it launched in May 2006. As activists against DRM, we have supported these high-profile protests outside Apple stores in the US and in the UK because, as the largest purveyor of DRMed music, **Apple carries a large part of the responsibility for the situation in which consumers now find themselves.**

But Apple is under pressure not just from anti-DRM activists and from a consumer boycott of DRM, but also from consumer rights regulators in Europe who have declared iTunes's DRM (FairPlay) illegal. In Norway regulators have given you until October 1, 2007 to open up iTunes or be forced to close down under penalty of daily fines. Similar moves are being made by consumer regulators across Europe.

## **48** PREDICTION POST

If you take a debatable and speculative approach, a prediction post can get a great response.

## **49** REACTION POST

Use your blog to react to content created by someone else. For example, the content might be a blog post, book or presentation.





The background is a solid reddish-orange color. It features a repeating pattern of lightbulb icons inside speech bubble shapes. The lightbulbs are a slightly darker shade of the background color. A vertical yellow stripe runs along the left edge of the image.

**BE ENGAGING.**

While engagement isn't necessarily the end goal, it pays to create an engaged audience on your blog.

Here are blog post ideas that increase engagement...

## **50** QUESTION POST

Curate and answer questions your audience asks in social media, on forums or in the comments section of your blog.

Here's an example from Bob Burg called [The Rope of Leadership and Influence...](#)

## The Rope of Leadership and Influence

January 21st, 2014 by Bob Burg

 Like 139 people like this. Be the first of your friends.

 Tweet 150  Share 47  56

Recently on [Facebook](#) and [Twitter](#) I posted the following:

*"How far can you push a rope? Not very far.  
That's why true influencers don't push."*



A reader asked, "But if you think about how hard and how often to "pull" when are you being strategic and when merely manipulative?"

I thank him for caring enough to want to use influence for good.

First, a powerful influencer does not pull hard; they pull gently.

Regarding the second part of his question, it depends whether you are thinking only of yourself without caring how it affects the other person. That would be manipulation.

On the other hand, if you are focused on helping them; combining the benefits of your goal with THEIR wants, needs, desires, goals, and values then it's very positive; what I would call



## **51** ANSWER POST

The *Answer Post* is the sister of the Question Post.

In this post type, you will simply ask a question and allow your audience to answer it in your comments section. This type of post is generally very short, allowing your audience to create the bulk of the content.

## **52** CHALLENGE POST

Use a blog post to pose a challenge to your audience.

This post can work well as a series with updates being made that feature audience members that are participating in the challenge.

## **53 CUSTOMER SHOWCASE POST**

This blog post type is partly promotional but also builds engagement.

## **54 FREEBIE POST**

Use a blog post to allow your audience to get access to a relevant giveaway.

## **55 CONTEST POST**

Announce a contest on your blog.

This post can work well as a series as well with updates being made featuring contest results.

Here's an example from Elegant Themes called [Introducing the Winners of Our Customer Showcase Contest...](#)


SEP  
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## Introducing The Winners Of Our Customer Showcase Contest

*Posted on September 17 by Nick Roach in Customer Spotlight | 37 comments*




Last week, we asked our members to [vote on their favorite customer website](#). One week and 800+ votes later, the three lucky winners have been chosen. The results were very close – many of the top spots were only 3 votes apart! Each winner will receive [some awesome prizes](#), and all 20 of our finalists will be featured in our upcoming customer showcase page. Thanks again to everyone who participated. It was loads of fun to explore each entry, and to see all of the wonderful websites that have been created using our themes.



**NOW... LET'S TAKE A LOOK  
AT HOW TO TAKE ONE OF  
THE IDEAS ABOVE AND  
MULTIPLY IT BY FOUR...**





# **THE BLOG POST IDEA MULTIPLIER.**

There are 4 different formats to deliver content on the the web:

- **Text** - Text articles are still the most common format for delivering content on the web.
- **Images** - Image posts can be delivered via infographics, cartoons/drawings, charts/graphs or through still photography.
- **Video** - Video blog posts can be delivered numerous ways including talking-head style, using a screencast program or presentation style.
- **Audio** - Audio blog posts can be delivered via podcast or simply by embedding an audio player on a web page.

Most of the blog post ideas in this article can be delivered in any of the 4 formats above.

Choosing a blog post idea is a two-step process...

- **Step 1** - Choose a blog post topic or idea
- **Step 2** - Choose a deliver format



For example, you might choose...

- An **FAQ Post** (idea) delivered via **video** (format).

-OR-

- A **People To Follow Post** (idea) delivered via **image** (format).

-OR-

- A **Customer Showcase Post** (idea) delivered via **text** (format).



And... don't forget to [view the mind map](#) (or [download the PDF](#) version).

What do you think? What ideas do you have for blog posts? Add them to the comments section below and let's talk about them!

If you like this post... you'll love this Execution Plan... check it out below.

### **How to Get Your First 1000 Blog Subscribers and More**

Optimize your blog for lead capture and grab your first 1000 subscribers and beyond.

[Click Here to Access this Execution Plan](#)

**Flash Sale:** Regularly ~~\$47~~ [Limited Time \\$27](#)

# CONCLUSION.

Here are the next steps...

Print the [Ultimate List of Blog Post Ideas mind map](#) and pin it to the wall next to your workstation.

The next time you are in a blogging rut try out a new post type or deliver your content in a new format.

With this list at your disposal... you'll never run out of ideas for blog posts again.

